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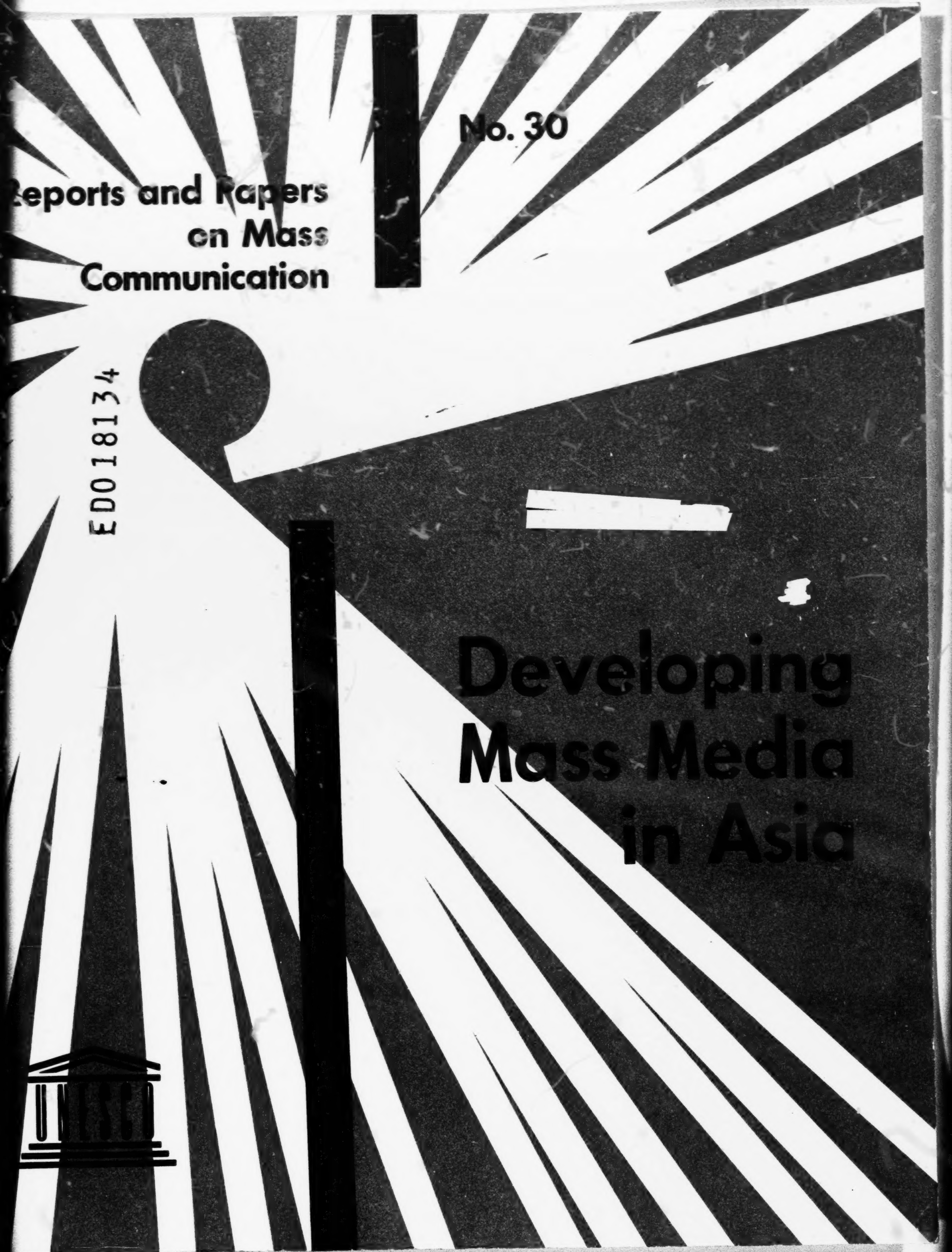
IN ASIA, THE MOST POPULOUS REGION OF THE WORLD, THE COUNTRIES SUFFERING MOST FROM POVERTY AND ILLITERACY ARE ALSO THE POOREST IN COMMUNICATION FACILITIES. PROGRAMS ARE NEEDED TO DEVELOP NEWSPAPER AND PERIODICAL CIRCULATION, NEWS AGENCIES, TELECOMMUNICATIONS, RADIO BROADCASTING, FILMS, AND TELEVISION. JOURNALISTS NEED TO BE TRAINED IN ALL THE INFORMATION MEDIA. LOCAL LANGUAGE NEWSPAPERS SHOULD BE ENCOURAGED, READER PREFERENCE IN MAGAZINES SHOULD BE DETERMINED, LOW-COST RADIO RECEIVERS SHOULD BE PROVIDED, HIGH PRIORITY SHOULD BE GIVEN TO DEVELOPMENT OF TELECOMMUNICATION FACILITIES, NATIONAL NEWS AGENCIES SHOULD BE ESTABLISHED AND SHOULD COOPERATE. GOVERNMENTS SHOULD ENCOURAGE INVESTMENT IN INDUSTRIES NECESSARY TO THE INFORMATION MEDIA. THIS DOCUMENT IS AVAILABLE AS 1605.B FROM NATIONAL DISTRIBUTORS OF UNESCO PUBLICATIONS OR FROM THE MASS COMMUNICATION CLEARING HOUSE, UNESCO, PLACE DE FONTENOY, PARIS-7E, FRANCE, FOR $1.50. (MF)



No. 30

Reports and Papers on Mass Communication

ED018134

Developing Mass Media in Asia

UNESCO

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Developing Mass Media in Asia

Papers of Unesco meeting
at Bangkok

January 1960

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FOREWORD

This publication deals with the meeting convened by Unesco at Bangkok, 18-29 January 1960, to draw up a programme for the development of information media in South East Asia. The meeting was attended by representatives of Member States of Unesco, mass media experts of the region and observers from international organizations - about 120 participants in all.

The Bangkok meeting forms part of a world survey which Unesco is conducting at the request of the Economic and Social Council of the United Nations. Similar meetings are expected to be held for Latin America at Santiago de Chile in 1961 and for Africa at Addis Ababa in 1962. The survey is intended to enable the United Nations to evaluate the resources needed to help the underdeveloped countries to build up their information media.

The present publication contains the inaugural speech by the Director-General of Unesco at the Bangkok meeting, followed by the report adopted by the meeting and by papers submitted to it by various specialists in the mass communication field. These papers are grouped according to the four main subjects covered by the meeting, namely:

- *(i) newspapers and periodicals;*
- *(ii) news agencies and telecommunications;*
- *(iii) radio broadcasting, film and television;*
- *(iv) training in journalism and mass communication research.*

This material has been gathered together and reproduced here because it was felt that it provides an exceptional body of information for governments and professional organizations, as well as for many mass communication specialists. It is hoped that the publication will also stimulate readers to carry out the suggestions contained in the report of the Bangkok meeting as to action which they might take to develop information media in South East Asia.

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INAUGURAL SPEECH BY DR. VITTORINO VERONESE, DIRECTOR-GENERAL OF UNESCO

(Extracts)

This meeting concerns the vast new field known as mass communication. The very fact that this term covers media as varied as the press, film, radio and television makes its definition particularly difficult. You yourselves, gentlemen, who for the most part are eminent specialists in these means of communication, will be the first to recognize how difficult it is in our modern world to define the frontiers of information. It plays an immense rôle in our society and its large-scale dissemination through highly perfected communication media constitutes one of the most striking developments of our time. Information has become an integral part of our daily life. Its influence is revealed in the behaviour of the individual, as in the structure of society at large.

In recent decades, the means of communication have progressed with astonishing speed in the reproduction and transmission of word and image. Each medium, with its particular techniques, improves day by day and its scope expands as rapidly. Information, which has benefited from discoveries in science and technology has, in its turn, speeded their prodigious advance in a kind of chain reaction. The latest achievements of our scientists, notably in research in outer space, open up limitless horizons in the communication field.

IMPACT OF MASS MEDIA

But the psychological and political significance of our modern information media is already apparent. The impact of the press, radio, film and television on the man in the street produces immediate reactions in its turn. The man in the street, particularly in countries where democracy is expressed through universal suffrage, is the citizen, the elector. The information media which I have just mentioned and which give the citizen a direct access to events such as the visits of chiefs of State or summit conferences, and to great currents of ideas on the national or international level, such as debates on the topics of our time, thus play a decisive rôle in the intellectual, moral and civic development of the individual. But events and ideas, from the time they enter through the information media into the field of public opinion, cease to belong to those who have championed or promoted them. Henceforth public opinion, through its reactions and considered judgements, exercises its own influence on events and ideas and, I might even say, its control.

Recent achievements in science and communication, which follow upon each other with increasing speed, arouse great hopes - and great fears. Yet are the media of information any more than soulless machines in the service of man? Our choice today is not to accept or reject mechanical progress. The choice offered to mankind is rather, between the incomplete use of the instruments of communication, or their full use for the free exchange of ideas and knowledge with the aim of strengthening mutual understanding between peoples.

The founding fathers of Unesco, agreeing on this point with the specialists of the mass media, indicated the wiser path we should follow. They had confidence in the vast possibilities of the communication media and laid down in the Constitution of our Organization that it should encourage the free flow of ideas and mutual understanding among nations "through all means of mass communication". These means today stand forth as remarkable and effective instruments for the spreading of knowledge and the bringing together of peoples and, hence, for the maintenance of peace and progress in human welfare.

LACK OF FACILITIES

But you who represent governments or are experts of the press, radio, film and television, know better than anyone how, in this region of the world which harbours nearly one-half of the population of our planet, these wonderful opportunities remain unrealized because of a lack of physical facilities.

I do not intend to repeat here the statistics which have been transmitted to you in the working papers for this meeting. With your permission, however, I shall cite a few particularly eloquent figures. One territory in the South East Asian region does not possess even a single daily newspaper. In another, the annual consumption of newsprint is barely 100 grammes per person. In other areas, again, there are less than two radio receivers for each 100 inhabitants, and these people see films hardly once in two years.

In this matter of facilities, Unesco has adopted the criterion that a country is insufficiently provided with information media if it has less than ten copies of a daily newspaper, less than five radio receivers and less than two cinema seats for every 100 people. The simple application of this criterion shows that almost all of the countries of South East Asia lack the means which would enable them to benefit from the knowledge which could be made available to them.

This serious state of affairs hinders social advancement. It is, surely, a commonplace today to emphasize that economic and social progress goes hand in hand with development of the information media. But we have not, perhaps, given sufficient attention to its implications for the development of insufficiently developed countries. In any event, at a time when these countries are combating illiteracy and striving to carry out programmes of economic development, they find themselves deprived of the potent and indispensable aid of the means of communication.

INTEREST OF UNITED NATIONS

Such, in a few words, is the critical situation which has continually preoccupied the United Nations, as well as Unesco and its sister agencies. I should, however, add that the development of the communication media concerns us not only from the viewpoint of educational and social progress, but in an even wider context: the context of the Universal Declaration of Human Rights which solemnly affirms the right to freedom of information. The United Nations has proclaimed that this is the key to all human freedoms. The reason is that the rôle of information in modern life is so vast that it pervades every aspect of the enjoyment of human rights. Life today can be regarded as being truly free and universal only if all human communities possess the material essentials of existence. But for millions of people, in this region as in others of the world, this fundamental right is in danger of remaining a dead letter unless effective action is taken.

As manifested in the decisions of their governing bodies, the United Nations and Unesco have not ceased, since their inception, to concern themselves with this problem. I shall not here list all the past measures which have been taken to remedy the situation; I shall give only a few examples such as expert missions, the reduction of rates for press messages and the lowering of tariff and trade obstacles to the free flow of information. Without going into detail about these measures, which we are continually developing and expanding, I would like to draw particular attention to our efforts in the field of training of journalists - a very important question not only for the development of the mass media but also for the improvement of the quality of the information disseminated. For a number of years Unesco has been conducting a broad programme in this field. I note, incidentally, that this question has a place on your agenda and that four expert papers are devoted to it.

SURVEY BY UNESCO

For our overall programme in mass communication, the past year, 1959, has been a decisive turning point. Significant decisions have been taken. The main one is that the Economic and Social Council of the United Nations has requested Unesco, in consultation with the other Specialized Agencies concerned, the member governments and interested organizations, to undertake a survey on the problems of helping the underdeveloped countries to build up their information media. The aim of the survey is to enable the United Nations to assess the requirements and resources needed to carry out a development programme, with particular regard to expert advice, fellowship awards, seminars and the provision of equipment and other facilities.

Faced with this immense task, Unesco considers that the most efficient method is to organize the survey on a regional basis, since certain countries have common needs and common problems. Moreover, it seemed desirable within this framework to hold meetings between representatives of governments and mass media specialists who together can be considered as being in the best position and the best qualified to work out a programme which would reflect both the needs of a region and the resources available.

This meeting is therefore not only important in itself, but also because you are, so to speak, the pioneers in a vast undertaking. You are facing a new responsibility. Your task is to work creatively and translate your hopes into reality by drawing up a coherent and concrete draft programme for the development of information media in this region. In evolving your plan you will doubtless take into account some of the extraordinary new techniques of communication which have been perfected recently and which could permit the region to catch up with more advanced parts of the world more rapidly. The immensity and variety of the fields in which you work, as well as the complexity of the problems to be examined certainly make the task a heavy one but also, because of its future implications, a most impressive one. I would not hesitate to assert that your meeting is the starting point of a most promising undertaking that could transform the lives of millions of people in Asia.

DEVELOPMENT PROGRAMME

The results of this meeting, and of those that are to follow it, will be submitted to the United Nations in the form of a report, outlining the needs and the approximate cost of carrying out a development programme backed up by specific recommendations in this regard. In preparing this report, I intend consulting professional press, film, radio and television organizations, having consultative status with Unesco. Indeed, I deem their active co-operation essential for the implementation of such a programme which will thus benefit from the great technical competence and practical experience available internationally.

I would lay special emphasis on the cost of such a programme, for the problem of financing it may be considered the keystone of the entire project.

In this perspective, it is desirable that your terms of reference be clearly defined. This meeting has been convened to draw up a programme for the development of information media in South East Asia. Obviously, such a programme cannot be considered outside the broader context of the overall needs of countries undergoing accelerated economic and social development. This is why we have decided to hold our meetings in those cities where the headquarters of the Economic Commissions of the United Nations are located: Bangkok, for Asia and the Far East; Santiago de Chile for Latin America, in 1961; and Addis Ababa for Africa, in 1962. I also feel that the presence of governmental representatives here will make it easier to integrate the information media development programme into overall plans for economic advancement.

With regard to the resources necessary for implementing such a programme, I must underline the fact that, at this stage, the United Nations could obviously give no assurance as to the possibility of making funds available. However, I think that there are some encouraging signs. The very fact that the Economic and Social Council has requested us, unanimously, to make such a survey is a valuable indication which becomes all the more significant when we recall that during the debates a considerable number of delegates insisted on the need to find the means for the practical implementation of the programmes which would result from the survey. This, I feel, augurs very well for the future.

I

REPORT OF THE MEETING ON DEVELOPMENT OF INFORMATION MEDIA IN SOUTH EAST ASIA

INTRODUCTION

1. The Meeting on Development of Information Media in South East Asia was held in Bangkok from 18 to 29 January 1960. The present report of the meeting was adopted unanimously. In transmitting it to the Director-General of Unesco, the meeting suggested that the Director-General:

(a) Send it to Member States of Unesco and to interested international organizations;

(b) Bring it to the attention of the next session of the General Conference of Unesco;

(c) Take it into account in his report to the United Nations Economic and Social Council and to the United Nations Commission on Human Rights on the problems of providing technical assistance to the underdeveloped countries for development of information media.

OPENING OF THE MEETING

2. The meeting was opened on 18 January 1960 by the Prime Minister of Thailand, H.E. Field Marshal Sarit Dhanaraj. The inaugural session was also addressed by the Director-General of Unesco, Mr. Vittorino Veronese, by the Executive Secretary of the Economic Commission for Asia and the Far East, U Nyun, and by the Chairman of the Executive Board of Unesco, Sir Ben Bowen Thomas.

3. The meeting elected the following officers:

Chairman:	**Mr. Prasong Hongsanand, Deputy Director-General, Public Relations Department, Thailand**
Vice-Chairmen:	**Mr. T.R.V. Chari, Principal Information Officer of the Government of India, Press Information Bureau, Ministry of Information and Broadcasting, India**
	Mr. Nguyen-Thai, Director-General, Agence Vietnam-Presse, Republic of Viet-Nam
Rapporteur:	**Mr. E.L. Sommerlad, M.L.C. Secretary, Australian Provincial Press Association**

PARTICIPATION OF STATES, INDIVIDUAL EXPERTS AND INTERNATIONAL ORGANIZATIONS

4. The meeting was attended by representatives of 21 Member States or Associate Member States of Unesco, by 34 experts in the various information media invited by Unesco in a personal capacity, and by observers from ten international organizations. A complete list of participants is attached (Annex I).

5. At the outset it was observed that the meeting consisted of three types of participants - representatives of governments; individual experts participating in a personal capacity and not necessarily representing the views of the governments of their countries; and observers from international organizations, both governmental and non-governmental. The various categories of participants were given the opportunity to join in the discussions on an equal basis. No formal rules of procedure proved to be necessary, it being understood, however, that the chairman might, on occasion, ascertain the sense of the meeting by an informal polling of opinion of the first two categories of participants.

BACKGROUND OF THE MEETING

6. The meeting was the first of three planned by Unesco in order to carry out the survey requested by the United Nations Economic and Social Council on the problems of helping the under-developed countries to build up their information media. Similar meetings were envisaged for Latin America at Santiago de Chile early in 1961 and for Africa at Addis Ababa in 1962.

7. The survey had been recommended by the United Nations Commission on Human Rights and was requested by the Economic and Social Council at its 27th session (Mexico City, April 1959). The Council had stated that the survey was intended to enable it to evaluate the requirements and resources needed to carry out a development programme, "including expert advice, fellowship awards, seminars and the provision of equipment and other facilities". The survey was to be conducted in consultation with other Specialized Agencies concerned, with Member States and with interested organizations.

8. The Council had requested that the survey be submitted to it and to the Commission on Human Rights by mid-1961. Consequently, the initial survey was expected to take into account the report of the present meeting and of the one to be held in Latin America, as well as preliminary information gathered for other regions. Supplementary reports would be submitted to subsequent sessions of the Commission and the Council.

9. The meeting had the benefit of considerable documentation which proved to be of great value. Participants recorded their appreciation of the excellent papers prepared by experts which provided the basis of many of the recommendations made by the meeting.

10. Documents of the meeting included:

(a) Suggestions submitted by governments of Member States of the region for the development of information media in South East Asia.

(b) Working papers prepared by experts commissioned by Unesco on major problems affecting information media in the region, together with a number of additional papers submitted during the course of the meeting.

(c) Data on existing mass communication facilities in South East Asia gathered by Unesco largely from government statistical offices in the countries of the region.

WORKING PARTIES

11. The meeting discussed at some length the most appropriate way of grouping the wide range of subjects requiring consideration. It decided to establish the following four working parties:

(a) Newspapers and periodicals.

(b) News agencies and telecommunications.

(c) Radio broadcasting, films and television.

(d) Training of journalists in all the media, and mass communication research.

12. The meeting decided that the officers of the working parties should be drawn exclusively from the individual experts invited by Unesco, in view of the essentially technical character of the conference. It appointed the following officers of working parties:

Newspapers and periodicals:

Chairman:	Mr. A.R. Bhat, M.L.C. President, Indian Languages Newspapers Association
Vice-Chairman:	Dr. Mostafa Mesbahzadeh, Director, *Keyhan*, Iran
Rapporteur:	Mrs. Natividad Nuguid, Press Expert, Philippines

News agencies and telecommunications:

Chairman:	Mr. Mohammed Basri, Chief, International Department, Antara News Agency, Indonesia
Vice-Chairman:	Mr. Hsu-Pai Tseng, Director, Central News Agency, Republic of China
Rapporteur:	Mr. A.M.A. Azim, Joint Editor, Associated Press of Pakistan

Radio broadcasting, film and television:

Chairman:	Mr. Shoishi Okamoto, Vice-Director, Education Department, Japan Broadcasting Corporation
Vice-Chairmen:	Mr. Ajit Bose, President, Film Federation of India
	Mr. Asghar Butt, Director of Programme Planning, Radio Pakistan

Mr. D.J. Lyttle,
Deputy Director (Programmes),
Department of Broadcasting,
Federation of Malaya

Rapporteur: Mr. George Wickremesinghe A.R.P.S.
Director,
Government Film Unit,
Ceylon

Journalism training in all media and mass communication research:

Chairman: Mr. Armando Malay,
Professor of Journalism,
University of the Philippines,
Manila

Vice-Chairman: Mr. Khouw Giok Po,
Head,
Research Department,
Indonesian Press Institute

Rapporteur: Professor Yujiro Chiba,
Director,
Department of Sociology,
Toyo University, Japan

13. The representative of the USSR wished it to be recorded that his delegation objected to the choice of the Director of the Central News Agency (Republic of China) as Vice-Chairman of the Working Party on News Agencies and Telecommunications. The expert from the Republic of China stated that he was attending in a personal capacity as an expert selected by the Director-General of Unesco. After debate, the USSR proposal to refer the decision on this matter to the working party concerned was not accepted by the meeting.

14. The meeting held only two days of plenary sessions before dissolving into the four working parties, as it was considered that the main business of the conference would be conducted at this working level. The Working Party on Radio Broadcasting, Film and Television established three sub-groups for the respective media in order to deal more effectively with the specific problems in each field.

15. The reports of the four working parties were considered by the meeting in plenary session on 29 January 1960. These reports were incorporated in the present document and formed the basis of the recommendations made for a programme for the development of information media in South East Asia. In adopting its report, the meeting recorded its appreciation to the Government and people of Thailand for having acted as hosts and for the generous hospitality extended to participants.

GENERAL COMMENTS

16. The participants recorded their appreciation of the initiative taken by the United Nations and Unesco in carrying out a survey on the development of information media in the technically less advanced countries. They considered it appropriate that the survey should be initiated in Asia, the most populous region of the world, and one acutely lacking in communication facilities. This action was particularly opportune at a time when the countries of the region were engaged in a determined effort to raise their economic, educational and social standards. The participants observed that the countries suffering most acutely from poverty and illiteracy were also the poorest in communication facilities. The meeting warmly supported the policy that a programme for expanding the mass media should be financed as an important tool of a programme for economic and social development.

17. The meeting expressed the conviction that information in the modern world had become an integral part of daily life. Mass communication could help greatly to achieve the mutual understanding between peoples necessary to secure lasting peace. In exercising their responsibility to society, the mass media of information had taken on a solemn obligation to report objectively and fully on events at home and abroad. Enjoyment of freedom of information, moreover, had been justly defined by the United Nations as the touchstone of all human freedoms. The lack of physical facilities prevented many people from enjoying their right to information. It also deprived them of the incentive which the mass media, by reporting on national efforts, could provide in promoting economic and social development.

18. The extent of the problem in South East Asia was strikingly shown in the statistics gathered by Unesco and summarized in Annex II of this report. Unesco had adopted the criterion that a country was insufficiently provided with information media if it had less than 10 copies of a daily newspaper, less than 5 radio receivers and less than two cinema seats for every 100 people. It was evident from the annexed table that, on this basis, almost all of the countries of South East Asia were insufficiently provided with information facilities.

19. It was clear to the meeting, therefore, that a programme was urgently needed to develop press, radio, film and television, and to improve the quality of all media, particularly through the training of journalists and technicians. This presented an enormous task in an area so vast and diverse, having such a multitude of languages and encompassing countries in different stages of social and economic development, and with varying systems of disseminating information. The wide range and complexity of the problems arising made it inevitable that in many cases the most immediate recommendation of this first meeting was to conduct a further and more detailed investigation on specific aspects. Often the concrete measures to be taken could be ascertained only after such additional on-the-spot study. This further research would be intended to assess the precise ways in which modern techniques and equipment could be employed to advantage in particular development projects. It would also indicate more clearly the financial resources required.

20. Great emphasis was placed on the importance of training programmes as a first step in the improvement of mass communication facilities and standards. Training was essential not only for journalists but for the various technical staffs required in such fields as printing, telecommunication, radio broadcasting, film and television. The establishment, expansion and equipping of training centres at the national level was the first objective. It was recognized that this initiative needed to be reinforced and supplemented by regional centres and seminars, by visits of experts and by travel and study abroad facilitated by fellowships, scholarships and grants.

21. One of the major problems faced by the media in the region was the lack of adequate equipment, the meagre financial resources available and the restrictions on importation resulting from shortages of foreign exchange. The meeting recognized that substantial improvement in mass communication was impossible without a solution to these problems, but did not in all cases make precise proposals on the way in which assistance could be secured.

22. It was to be noted, however, that a considerable number of the recommendations contained in this report did not have financial implications but provided simply for co-operative arrangements by mass media organizations in the region in the interests of a greater flow of information. In this connexion, the participants were unanimously of the view that the meeting would have been amply justified if only for the unique opportunity it provided for representatives of all the mass media, as well as of governments and international organizations, to survey common problems and agree on co-operative arrangements which they themselves intended to pursue. At Bangkok many of them met, for the first time, others in the region engaged in similar work. The sharing of information between them and the uncovering of their common problems made this meeting in itself a significant event. In particular, it was hoped that the meeting would serve to spur the growth of professional organizations on the broadest possible basis, capable of exploring further the new avenues opened up at Bangkok.

23. As to the resources needed to carry out the recommendations contained in this report, the meeting was aware from the outset that no assurance had been given that further funds would become available for the development of information media. At the same time, encouragement

was drawn from the fact that the United Nations Economic and Social Council had requested this survey. Another source of encouragement was the offer of aid made by the representatives of some of the advanced countries to the developing countries of the area. The meeting also agreed that national development of the mass media should be the basis of the programme foreseen.

24. It was recognized that such international financial assistance as might be forthcoming would have to be requested and granted in accordance with existing practices of the United Nations Expanded Programme of Technical Assistance, the United Nations Special Fund and other competent agencies, i.e. through the national governments. The meeting wished to express its conviction that governments of the region would miss no opportunity to include appropriate mass communication development projects in their requests for international, multilateral or bilateral aid, and took note with satisfaction of the resolution adopted in this respect by the Second Regional Conference of National Commissions for Unesco in Asia at Manila on 23 January 1960. The meeting urged the government departments directly concerned with mass communication matters and mass media specialists to assist the National Commissions for Unesco and other governmental bodies in their formulation of such requests, both in the immediate future and under long-term plans. While it was agreed that increased capital investment and special commercial credit arrangements might provide resources for a great part of the expansion foreseen, strong hopes were expressed that intergovernmental and governmental funds available for pertinent parts of a mass communication development programme would be considerably increased, following the consideration of the survey by the United Nations Economic and Social Council in 1961.

25. The report of the meeting contains a large number of suggestions and proposals, reflecting the free, lively and wide-ranging discussion that took place at Bangkok. The meeting took note of the statement by the representative of the Director-General of Unesco that, in his view, not all of the recommendations made conformed to the policy described in the foregoing paragraph. However, since this was the first meeting of its kind to be held, it was felt desirable to record the discussion in some detail beyond the direct requirements of the survey itself. Such a comprehensive record would, it was hoped, prove useful to the subsequent meetings proposed for Santiago de Chile and Addis Ababa to formulate development programmes for the Latin American and African regions, and at the same time spur the programme in South East Asia.

26. To facilitate consideration of the proposals, they have been divided into projects for immediate action, on the one hand, and those forming part of a long-term development programme, on the other. This presentation was intended also to draw attention to projects which, the meeting felt, might be carried out prior to the consideration of the report by the Economic and Social Council in the summer of 1961.

27. The succeeding sections of this report are in four parts, according to the organization of the meeting into four working parties. Each part is divided in turn into, first, general discussion, and, second, proposals for action.

PART ONE

NEWSPAPERS AND PERIODICALS

I. GENERAL DISCUSSION

Inadequacy of facilities:

28. Within the South East Asian region, a total of 969,000,000 people are served by some 1,000 daily newspapers with a combined circulation of 45,300,000 copies.(1) However, this total includes Japan's 97 dailies, which claim 36,000,000 copies or 80 per cent of all South East Asian newspaper circulation. It will thus be seen that the remaining 900 dailies in the region have an average circulation of only 10,000 copies. In fact, a large number of these dailies possess a much smaller circulation. In addition, there are 1,450 non-daily newspapers and 16,330 periodicals in the region. No estimate of total circulation of these publications is available.

29. The meeting recognized the importance of the press as a primary means of bringing news and information to the peoples of South East Asia. It was concerned about the inadequacy of the data on press facilities in the region. The meeting unanimously agreed that concerted action should be taken for the development of newspapers and periodicals in South East Asia, as well as professional organizations of the press. It noted that in Asia and the Far East, and especially in most South East Asian countries, press circulation is extremely low. The number of copies of daily newspapers in these countries is less than five per 100 inhabitants, compared, for example, with Japan which has 40 per 100, and Australia which has 38 per 100 persons. The region is undoubtedly underdeveloped so far as the press as a mass communication medium is concerned. It falls far below the criterion set by Unesco, which considers that a country which has less than ten copies of newspapers for every 100 persons is insufficiently provided with press facilities. On this basis, the region would require an additional 52,000,000 copies of daily newspapers to bring it to a level of adequacy. By 1975, according to estimates of increases in population, a further 34,000,000 copies would be required.

30. Inadequacies in newspaper circulation are reflected in the extremely low consumption of newsprint. Throughout most of the region, the annual rate per capita is 0.3 kg. compared, for example, with 5.7 kg. in Japan, 25 in Oceania and 36 in North America.

31. The meeting observed that press circulation is generally lower than levels of literacy would indicate. A basic reason is that in most countries of the region only a fraction of the population, even among literate persons, can afford to buy a newspaper. As a result, one copy of a paper may be read by at least seven people. Nevertheless, when allowance is made for limitations in purchasing power, it remains apparent that there is a large reading public which is not being reached by the press and which could be reached if newspapers and periodicals of general interest, with popular appeal, were made available at prices within the reach of the mass of the people.

National and local language newspapers:

32. It was noted that, in most South East Asian countries, there is a dearth of newspapers in rural areas and an excessive concentration of newspapers, and of newspaper advertising, in the larger cities. It was observed that in some countries of the region the national and local language press is not receiving its proper share of government advertising vis-à-vis other newspapers. It was also noted that, in some areas, the development of such newspapers is impeded by unequal competition. In order to lessen dependence on advertising as a determining economic factor of the sale price of a newspaper and its size, it was felt that, where unequal competition was in evidence, fixing of a minimum price per page might be desirable for a certain period.

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(1) These figures do not include data for the People's Republic of China, the Democratic People's Republic of Korea or the Democratic Republic of Viet-Nam.

33. Turning to problems of production, the meeting noted that the printing of newspapers in various languages, involving the use both of ideographic and non-ideographic scripts, is often slow and costly if effective techniques are not employed. The general direction of newspapers, both in editorial and business management, calls for much improvement. A great number of problems faced by publishers derive from the financial aspect of their operations. Running newspapers is a proposition fraught with more than the normal business risk. It may require three to five years for a new, well-managed daily paper to make both ends meet, in which process heavy losses may be incurred. To encourage the establishment of new papers, the risk of such losses needs to be reduced. In many countries, difficulties arise from dependence on imports of machinery, newsprint and other materials. These difficulties are increased by shortages of foreign exchange and the lack of effective distribution facilities; in addition, heavy transport and postal charges impede circulation and increase the initial cost of newspapers.

Difficulties hindering expansion:

34. The meeting next considered problems affecting the development of national and local language newspapers in the region. It noted that in India and various other countries, family expenditure on newspapers was increasing. To meet the rising demand for newspapers in Asian languages, the national and local language press should make itself available not only in larger communities, but in smaller towns and villages. This objective could be achieved through expansion of existing newspapers and the establishment of new ones in rural and semi-rural areas. It should be emphasized that, to maintain newly attained literacy levels in all areas, reading matter must be published in languages easily understood by all readers. At the same time, attention should be focused on local problems and affairs and interest created in them. This need could never be met by major urban newspapers.

35. Many difficulties hinder the expansion of the national and local language press in the region. Circulation is generally concentrated in a relatively small number of newspapers in each language, and most of the recent increase in circulation has been enjoyed only by major urban newspapers. Neither has the full advantage of advertising in these newspapers been recognized by governments and other advertisers. In addition, the costs of newsprint and of news agency services are disproportionately high. Few national and local language newspapers are able to purchase modern equipment and they have great difficulty in obtaining loans through normal credit channels. In addition, most of these papers lack trained editorial, managerial and mechanical staff necessary to achieve improved production standards.

36. If these difficulties could be overcome, it should be possible to develop daily papers in towns with a population of 50,000 or more, and general interest weeklies in towns with a population of 25,000 or more. A newspaper might be started as a general interest weekly and after circulation has been built up, converted into a daily. It should be noted that, to pay its way in publishing a newspaper, a printing press needs considerable support from "job printing" orders.

Periodicals:

37. Turning to the specific problems of periodicals, the meeting noted that the number of magazines per 1,000 persons, even among literate populations, is very low in almost all South East Asian countries. The low sale of periodicals is due largely to the relatively high price per copy in the context of the low average per capita income, and to the fact that a reader of limited means would first choose to buy a newspaper rather than a magazine.

38. One solution would be to improve the efficiency of the magazine press in order to lower the price per copy. It is doubtful, however, if "class" magazines of a specialized nature would attract many readers, even if prices were lowered. The best prospects of success appear to lie in the publication of more general illustrated magazines with "home interest" features, published in simple language for groups of workers, small communities and women readers. In certain countries, press printing facilities are adequate for the purpose, but insufficient in others. The first essential is special research in each country in order to determine the type of magazines best suited to its audiences.

39. The meeting took note of the work already being done in Burma, Ceylon, India, Iran and Pakistan within the framework of the Unesco project on reading materials. This project aims at assistance in the improvement of production, promotion and distribution methods of reading materials as well as of printing techniques. Activities include, inter alia, research and survey in reading interests, printing and paper facilities, etc. This work concerns many of the problems considered by the meeting, which felt that full advantage should be taken of the experience gained and the activities conducted under this project.

Printing in Asian scripts:

40. The meeting next considered the problems of printing in non-ideographic scripts, used widely in South East Asia, and in ideographic scripts (Chinese characters, which are employed in China, Japan, Korea, etc.). In countries using non-ideographic scripts, a widespread problem is that printing is little developed as an industry. Most presses are small, inadequately maintained and lack trained staff. Type composing and binding equipment is outdated and uneconomic, and there is little designing for scripts in various languages. The result is an acute shortage of printed material, even of moderate quality, in the wide variety of scripts used in a large part of this region.

41. With regard to printing in ideographic scripts, the meeting noted that although over 49,000 Chinese characters are listed, only 1,850 selected characters are regularly used by the Japanese press. Newspapers in the Chinese language use 2,000 to 3,000 characters regularly and an additional 4,000 more rarely. The problem for newspapers is to shorten the time required for production. The monotype system is the most advantageous for this purpose and various types of monotype are now being manufactured in Japan. If the number of characters used by Chinese language newspapers cannot be reduced to make possible the use of monotype, a new device, such as a sinotype, might be employed. The application of photo composition, now being studied in Japan, offers another solution for newspaper production. Offset lithography, combined with the transmission of page images by radio facsimile, has recently been introduced in Japan. Extended research in such techniques would be of benefit to the press.

Newsprint and other printing paper:

42. The meeting paid special attention to the problem raised by the anticipated increase in the regional demand for newsprint and other printing paper which, it is expected, will result from current national programmes to reduce illiteracy and raise the educational and living standards of rapidly expanding populations. The problem is complicated by the fact that at present only seven Unesco member countries in Asia and the Far East produce newsprint - Japan, Republic of China, Republic of Korea, India, Pakistan, Australia and New Zealand. In fact, only two, Japan and New Zealand, export newsprint on any significant scale; India, the Republic of Korea and Australia still depend largely on imports for their supplies of newsprint. All other Unesco member countries in the Far East are wholly dependent on imported supplies. Present total consumption of newsprint in the Asian Far East region (excluding certain areas for which information is not available) is about 1 million metric tons annually and it is estimated by the FAO that requirements will increase to about 1.82 million tons in 1965 and over 3.0 million in 1975. It is doubtful, however, whether the world's exporting countries will be able to satisfy these expected increases in demand, or whether the countries of the region will be able to finance imports on such a tremendous scale. The meeting therefore considered it vital that countries of the region promote expansion of their own pulp and paper production, especially that of newsprint, on an economic basis.

43. As in other regions, the prevailing system for the marketing of newsprint works to the disadvantage of smaller newspapers, which comprise the great majority of press enterprises in South East Asia. Under this system, large quantities of newsprint are sold at mill prices only under long-term contracts. Consequently, smaller newspapers are often obliged to buy on the spot market, at prices as high as 300 per cent over mill prices. High import duties frequently increase the cost of supplies.

44. The long-term newsprint problem is, therefore, to strive to meet expanding needs by increasing production within the region. The short-term problem is to reduce costs through improvement of present purchasing methods; by lowering duties and other charges on imported supplies; and by establishing arrangements whereby newsprint could be made available to consuming countries, with the use of local currency.

Capital requirements:

45. There is obviously a great need for capital investment in press enterprises of South East Asia, if expansion and improvement are to be effected. The assignment of a sufficiently high priority to this development programme would no doubt attract such investment, as well as long-term commercial credits. Special loans from national sources would also be required. Broader plans for industrial development may provide the best framework for such arrangements.

II. PROPOSALS FOR THE DEVELOPMENT OF NEWSPAPERS AND PERIODICALS

46. In the light of discussion of the foregoing problems, the meeting emphasized that development must be primarily on a national level and recommended that Unesco draw the attention of governments and other interested parties to the following ways in which they might encourage expansion of the press of South East Asia. Proposals are grouped according to possibilities of (A) immediate action and (B) long-term development.

A. IMMEDIATE ACTION

Data on the press:

47. For the formulation of plans for the development of newspapers and periodicals in South East Asia, reliable and adequate data should be secured. In countries where there is no statutory machinery for collection of basic data about the press, such facilities should be provided by the governments concerned.

Development of publications:

48. The establishment of newspapers in areas lacking a daily or weekly press should be encouraged in the following ways:

(a) Means should be devised for newsprint to be made available to publishers of such newspapers at a reduced cost during at least the first three years of operation.

(b) A special summarized news service should be supplied to such newspapers at reduced cost, during at least the first three years of operation, by national and international news agencies. These agencies could be suitably compensated. Ways of implementing this proposal could be discussed at a meeting of directors of national news services in South East Asia. (See also Part II, paragraphs 82, 98, 99.)

49. The services of the Unesco project on reading materials in South East Asia should be utilized as far as possible, and particularly with reference to promotion of periodicals in this region, so that close co-ordination is ensured between possible action pursuant to the proposals of this meeting and the above-mentioned Unesco project, which is already in operation.

50. Seminars should be organized for discussion of problems of newspapers, particularly those of small city and town dailies and town weeklies and periodicals.

51. Fellowships should be awarded for three to six months' training in operating "general interest" small city and town dailies and weeklies in technically advanced countries. Trainees should be selected from the staffs of such newspapers in South East Asian countries.

52. Libraries of newspapers and periodicals should be properly equipped by means of grants of books.

53. Governmental, semi-governmental and other public institutions should be requested to give maximum encouragement to small newspapers and periodicals in rural areas by extending to them such forms of assistance as advertising and job printing orders. Provision of specialized credit facilities for newspapers in rural areas is also suggested.

54. A study should be undertaken, under the auspices of Unesco, of the printing techniques suitable for national and local language papers of the region. Account could be taken in the study of such developments as facsimile, photo composition and offset printing.

55. As a means of eliminating unequal competition among newspapers in certain countries where this problem is acute, establishment of a minimum price per page is considered desirable. In addition, in countries where government and other advertising is unevenly distributed to the disadvantage of national and local language newspapers, due allocation might be made to such newspapers on the basis of their total circulation.

Newsprint and other printing paper:

56. Governments of consuming countries and of exporting countries are urged to conclude bilateral agreements so that publishers of consuming countries may purchase newsprint and other printing paper with local currency.

57. Facilities for the importation of newsprint and other printing paper should be liberalized, and import duties on newsprint should be removed or reduced to a minimum.

Postal concessions:

58. Governments are urged to apply liberally provisions of the Universal Postal Convention, permitting the mailing of newspapers and periodicals between countries at half the ordinary rate for printed matter. They are further urged to grant special concessions for the internal mailing of newspapers and periodicals.

B. LONG-TERM DEVELOPMENT

Press and Graphic Arts Institute:

59. A Press and Graphic Arts Institute should be established under Unesco's auspices to give technical advice to newspapers and periodicals; study and recommend means of producing effective reading material; consider problems of printing in ideographic and non-ideographic scripts; conduct seminars to deal with problems of small papers; and award fellowships and study grants to managers and publishers of small newspapers and periodicals. In addition, the proposed institute might conduct courses on the publishing of newspapers and periodicals, including managerial and financial aspects, the operation of a printing press, new developments in the printing field, and editorial functions. It might also devise a system of high-speed shorthand writing in Asian languages lacking this facility.

Development of publications:

60. Unesco should send expert missions, at the request of governments, to the South East Asian region to give advice on financing, capital equipment, location, business management and the production of national and local language papers, as a prelude to international assistance for the provision of modern and other equipment, and aid for the development programme.

61. A research centre should be established for each national language. It would undertake readership surveys to assess popular interest in newspapers, preference in subject of news and comment; the vocabulary of literate persons in rural areas; their purchasing power in respect of advertised goods; and other subjects connected with the development of newspapers in rural areas.

Standard textbooks in national languages on journalism, management and production of newspapers should be prepared and published.

Newsprint and other printing paper:

62. Expansion of production of newsprint and other printing paper in South East Asia should be given full attention and support. Technical and financial assistance should be expanded to countries wishing to establish or increase local production. The possibility of establishing one or more regional centres for paper production in the area might be brought to the attention of the Conference on Pulp and Paper, jointly organized by ECAFE, the United Nations Bureau of Technical Assistance Operations and FAO, to be held in Tokyo in October 1960. Governments of the region should participate in this meeting and actively consider its proposals for increased paper production in the region.

63. Governments should encourage publishers to form newsprint purchasing co-operatives in order to obtain supplies at lower prices which are extended only under long-term contracts. To be effective, these co-operatives must be nation-wide and enjoy certain privileges.

Professional organizations:

64. Publishers of newspapers and periodicals should be encouraged to organize well-knit professional organizations and establish regulations that would be to their best interests and help the development of the press as a whole.

PART II

NEWS AGENCIES AND TELECOMMUNICATIONS

I. GENERAL DISCUSSION

Facilities and communication costs:

65. The meeting considered that the problems facing news agencies in South East Asia were closely interrelated with the problem of ensuring cheap and adequate telecommunication facilities in the region. It was therefore strongly of the opinion that, without adequate overall facilities for collecting news and transmitting it once it had been collected, no mass information medium could satisfactorily fulfil its rôle.

66. The meeting agreed that the three main obstacles to adequate news coverage in South East Asia are, at present, the underdevelopment of domestic news agencies in most countries of the region (with a very few outstanding exceptions), the inevitable limitations in news handling by the world agencies, and an unsatisfactory communications system.

67. It was pointed out that, although both news coverage for domestic consumption in South East Asia itself and the flow of news into and out of Asia have improved in the past few years, the region has, during the same period, undergone a development so rapid that it has outstripped any progress made in the collection and dissemination of news. Numerous new nations in the region are playing an independent part in world events and, as a consequence, are more sensitive than formerly to the course of events elsewhere. A national and regional consciousness has developed which gives rise to an increased need for the exchange of news among the various South East Asian countries.

68. A number of these countries, the meeting noted, do not yet have news agencies of their own. Almost all of the national agencies that do exist suffer from lack of equipment, lack of experienced staff, and lack of the financial means necessary to improve their position. Few attempt to send out news about their own countries, and still fewer maintain correspondents abroad.

69. It was also noted that the flow of news between the various countries in the region, as well as the exchange of news between Asia and the rest of the world, is largely in the hands of the world news agencies. Although the latter have made praiseworthy efforts to meet new requirements for more news about Asia in general, it remains true that they are based in the West, where their most important clients are also located, and that both their selection and their treatment of news must necessarily be influenced by these clients' interests. Consequently, the South East Asian countries are not sufficiently provided with news about one another or with news from an Asian point of view, about the rest of the world. These tasks are not being adequately done, at present, either by the world agencies or by the national agencies in the region.

70. The meeting laid particular stress on the fact that the news agencies, world or national, which now operate in South East Asia are severely handicapped by slow communication and high press rates in most countries. In the first place, the facilities available are insufficient; in the second, certain countries impose various technical limitations on their use by the press; and finally, there is a great disparity in communication rates, which range from the penny a word British Commonwealth rate to charges that are among the highest in the world. Slow communication within the region places national agencies at a disadvantage compared with world agencies, because news collected by the latter can be made available earlier to the countries in the region through the use of long-range wireless transmissions from well equipped stations outside the region.

71. A number of participants explained the organization, range and scope of national news agencies functioning in their countries. It was clear from these expositions that many common problems exist in respect of the flow of news into, out of, and within the region. It was equally clear that, along with a basic need for the expansion of existing facilities, and the creation of new facilities, opportunities exist for increased co-operation and exchange agreements between national agencies. All of this was reflected in the discussion of the individual proposals referred to below.

72. The meeting emphasized the importance of the gathering and supply of visual news items, such as photos and news films for use on television, in any plans for the development of news agencies.

73. The participants considered a number of specific proposals and suggestions, some originating in expert working papers and some arising out of the discussions. For convenience, they were grouped under the following headings:

(A) Proposals for new projects and expansion of existing facilities;

(B) Proposals involving exchange arrangements and co-operation in the region;

(C) Proposals relating to telecommunication facilities.

(A) Proposals for new projects and expansion of existing facilities

Establishment of national news agencies:

74. The meeting noted, as had been pointed out by the delegation of Thailand, that there was no national news agency in that country, the function being in part fulfilled by the government's Public Relations Department. It was believed that the country could use the services of a national agency, and the meeting was asked to consider whether a governmental agency should be created or arrangements made or encouragement given for the establishment of a privately supported national agency. The meeting noted that this was a problem which also affected certain other countries in the region. The proposal was welcomed in principle, although it was pointed out that it mainly concerned the people, the newspapers and the government of each country concerned and it was for them to seek international assistance for it. The method of operation and control of such a news agency was also a matter for each country to decide.

Capital aid and technical assistance for national agencies:

75. In enumerating the ways in which the development of national news agencies should be encouraged, it was suggested that, where necessary, they should be given capital aid and technical assistance from international development sources. A number of participants stressed the important rôle which assistance from international sources could play in this matter. Spheres in which aid might be requested included capital aid for providing teleprinter and other types of equipment for news agencies, and the specialized training of technical personnel. A prerequisite, of course, was a thorough survey of the mass media needs of the region, since while there were statistics available for some countries, the situation in others was not clear. Participants agreed that international assistance was needed, possibly in the form of long-term, low interest loans; that special attention should be given to the foreign exchange problems which agencies commonly encounter when buying equipment; and that there was need to expand telecommunication facilities in the region. There should be further expert investigations, particularly related to mass media requirements.

Establishment of a regional news agency for South East Asia:

76. A proposal to establish a regional news agency for South East Asia was made in some detail, including guiding principles and methods of establishing and financing it; suggestions were also made for a five-year programme of implementation. A draft plan for an Asian Press Association was also presented.

77. The proposal led to considerable discussion. On the one hand, some participants stressed the advantages of a jointly owned regional agency as a means of securing greater co-operation among national agencies and increasing the flow of news within the region. Other participants felt, however, that the idea, while interesting, was premature, and would only lead to a duplication of the services provided by the world agencies, which were in a better position to meet requirements. Another difficulty was the number of countries in the region and the many diverse interests involved, including political ones. It was thought that for the immediate future, an increased exchange of news among national news agencies, on the one hand, under some adequate arrangements, and increased assistance to national agencies on the other, would have the desired effect.

Meeting of South East Asian news agencies to consider means of expansion:

78. A proposal to organize a meeting of directors of South East Asian news agencies to discuss and evaluate the working achievements and possible expansion of their organization was welcomed. National agencies in the region needed mutual contact, and such a meeting might stimulate the establishment of national agencies where they did not at present exist. The meeting should be convened by Unesco; in addition to initiating joint and co-operative action, participants might wish to transmit recommendations on certain matters to Unesco and other appropriate bodies.

79. The proposal was unanimously approved by the meeting, which agreed that, with international assistance, it could easily be implemented. Such a conference, moreover, could take up a wide range of problems, including many of those dealt with in the various expert papers produced for the Bangkok meeting. Governments of countries where national news agencies do not exist should be invited to attend as observers, together with appropriate representatives of the local press of such countries. It was urged that the meeting should be held at an early date.

Regional seminars for news agency staffs:

80. The organization of international seminars, for the benefit of the staffs of national news agencies in the region, was suggested, with a view to enabling them to discuss and analyse their common problems and study means of overcoming them. The proposal found general acceptance, participants stressing the usefulness of such seminars. It was agreed that Unesco be recommended to take the initiative in organizing them.

Translation pool for national agencies:

81. The problem of the different languages used in the region was considered. A number of possible solutions were advanced, one of them being that the agencies concerned, with the help of international organizations, should organize translation pools, each covering a group of countries using the same language. The meeting agreed that this proposal which, in various ways, affected a large number of agencies, was a matter for consideration by the proposed meeting of South East Asian news agencies.

Summary news service for smaller papers:

82. The meeting considered the possibility of providing, at low cost, a summary telegraphic news service or a similar teleprinter service, carrying important items of international, national and regional news, to assist small newspapers. A suggestion was made that where new newspapers were being established, particularly in rural areas, international assistance should be given to enable national agencies to pass on their service at reduced rates until the newspaper had become established (possibly after three years). It was agreed that such a low-cost summary service, while essentially relating to the internal arrangements of agencies and newspapers, would be a convenience to smaller newspapers which could not afford fuller service. The meeting endorsed this proposal, in principle, and requested that it be forwarded for favourable consideration by the proposed inter-agency meeting.

Expansion of radio newscasts by agencies:

83. The possibility of expanding radio newscasts by news agencies, as well as securing lower charges for the radio reception of international press dispatches, was referred to the proposed inter-agency meeting for consideration.

(B) Proposals involving exchange arrangements and co-operation in the region

News exchange agreements among South East Asian agencies:

84. The useful rôle which news exchange agreements between news agencies could play in increasing the flow of news within the region was discussed. Some participants urged that the free exchange of news should be the basis for any such exchange. The point was also made that if the exchange of services was to prove fruitful, postal and telegraph administrations must be induced "to take a more reasonable view about charges". The meeting agreed that the matter should be referred to the proposed inter-agency meeting.

Greater use of agency members and subscribers as news sources:

85. It was pointed out that, within the region, there had apparently been little effort to draw on the news resources of members and subscribers to news agencies. The agencies themselves, it was suggested, might undertake a study of the possibilities of drawing more extensively on the news reports of subscribers. The meeting agreed that this also was a matter of domestic concern to national news agencies and should be referred to the inter-agency meeting.

Exchange of correspondents by national agencies:

86. Reference was made to the important rôle which the exchange of journalists by national agencies could play in promoting a wider knowledge of intra-regional problems, as well as mutual understanding among the peoples of the region. Such an exchange, which would also be of great value in the professional training of journalists, could be initiated on a bilateral basis between agencies. The meeting agreed that international assistance should be extended to facilitate the exchange of correspondents, particularly by fellowships and travel grants.

Pooling of South East Asian agency correspondents in countries outside Asia:

87. It was proposed that, by means of mutual agreements, correspondents of South East Asian countries now assigned to the same countries outside the region should be grouped under a pool system, with a view to reducing costs and saving manpower. The desirability of greater coverage

from more world news centres by trained correspondents from national news agencies was also discussed.

88. As an alternative to this proposal, it was suggested that there should be increased co-operation between world news agencies and national agencies of the region, with international assistance possibly also playing a rôle, to facilitate the movement of correspondents through travel grants, etc. It was pointed out that this too was a proposal which might be considered by the inter-agency meeting. The meeting also expressed the opinion that, in the interest of promoting a free flow of news and information, equal possibilities should be given to all news agencies to send correspondents to and from the countries of South East Asia, and the use by correspondents of normal sources of information without discrimination.

Increased exchange of news articles and photos:

89. A discussion took place on measures to improve and reduce the cost of the dispatch of news articles, features and photos by air mail, and the possibility of exempting press photos from import duties. It was pointed out that the exchange or sale of press photos between agencies in the region had not been widely developed, and the present photo services of the world agencies were not very satisfactory in the light of regional requirements.

90. During the discussion, participants referred to problems created by delays in the transmission of articles and photos, and to the difficulties created in many countries by " red tape". It was pointed out that most news agencies in the region did not handle press photographs but that the exchange of news photo services should be encouraged. It was suggested that the possibility of encouraging their development should be referred to the inter-agency meeting, and that new telecommunication techniques should also be investigated.

Exchange of equipment (new and obsolete):

91. The establishment of a pool for the purchase and sale of suitable telecommunication equipment, including serviceable apparatus which might be considered outdated in advanced countries and, as such, abandoned by them, was suggested by some participants.

(C) Proposals concerning telecommunication facilities:

92. The need to study ways and means of reducing press message rates was strongly supported. It was pointed out that rates within the region range from the penny a word British Commonwealth rate to some of the highest charged anywhere in the world. A suggestion was advanced that an investigation of rates for public and press messages in South East Asia should be carried out jointly by an ITU expert and a press expert at an early date, with a view to submitting definite proposals to the December 1960 meeting of the ITU's International Consultative Telegraph and Telephone Committee. It was also proposed that an effort should be made to have rates reduced to the level of those established within the Commonwealth.

93. The importance of giving a high priority to the development of telecommunication facilities within the region was also emphasized. If governments encountered difficulties in allocating funds for such development, assistance might be obtained from international sources; alternatively, arrangements might be made for the supply of telecommunication equipment on a credit basis. In addition, the ITU and ECAFE should take an active interest in promoting the development of telecommunication facilities in the region, and an ITU technical mission should be set up at an early date to guide and help underdeveloped countries. Mention was also made of the importance of new devices and services, such as telex and telephoto and radio teletype receivers and printers. The meeting took note with interest of a statement made by the representative of the ITU that the Secretary-General of that organization had been instructed to examine the possibility of setting up an international financing scheme for the development of telecommunication projects.

94. The meeting noted the importance to the region of new techniques such as those developed in Japan for the high-speed teletype transmission of ideographs.

95. The representative of Unesco gave a survey of the work which had been undertaken by Unesco and the ITU over the past few years with a view to reducing press telegraph rates not only within the region, but throughout the world. A majority felt that these efforts should be pursued and intensified. There was agreement that a study group should be set up by the ITU to examine, together with representatives of the press, the special problems of transmitting press messages, with particular reference to difficulties experienced in the underdeveloped countries.

96. In discussing the expansion of telecommunication facilities, and the better use of existing ones, there was general agreement that radio communication would play an increasingly important rôle and that the possibility of securing lower rates should be studied carefully.

II. PROPOSALS FOR THE DEVELOPMENT OF NEWS AGENCIES AND TELECOMMUNICATIONS

97. The following proposals are grouped according to the possibilities of (A) immediate action or (B) long-term development.

A. IMMEDIATE ACTION

Meeting of South East Asian news agencies to consider means of expansion:

98. At the earliest possible date, Unesco should take the initiative in convening a meeting of directors of national news agencies within the region, also attended by representatives of governments and the local press of countries where national news agencies do not exist, for the purpose of evaluating their working achievements and considering the possible expansion of their agencies.

99. This meeting might include the following points on its agenda:

Translation pool for national agencies;
Summary news service for smaller papers;
Expansion of radio news broadcasts by agencies;
News exchange agreements among South East Asian agencies;
Greater use of agency members and subscribers as news sources;
Pooling of South East Asian agency correspondents in countries outside Asia;
Exchange and development of news photo services.

Regional seminars for news agency staffs:

100. Unesco should take the initiative in organizing seminars, to be attended by staffs of national news agencies within the region, where they might discuss and analyse common problems and study means of overcoming them. (These seminars could be financed under the United Nations Expanded Programme of Technical Assistance or by other international sources.)

Exchange of correspondents by national agencies:

101. Unesco should

(a) Seek to facilitate the exchange of journalists by national agencies within the region;

(b) Develop this idea in a wider context by means of international travel grants to facilitate the stationing abroad of representatives of national news agencies; and

(c) Consider favourably requests for aid to facilitate the study and training abroad of national news agency personnel.

Increased exchange of news articles and photos:

102. Governments should be invited to facilitate the inexpensive and rapid transmission of press photos across frontiers.

Proposals concerning telecommunication facilities:

103. An investigation of communication rates for public and press messages in the South East Asian area should be carried out jointly by an expert nominated by the ITU and a press expert nominated by Unesco. This survey, should, if possible, be made prior to the meeting of the ITU's International Consultative Telegraph and Telephone Committee (CCITT) in New Delhi in December 1960.

104. At the above-mentioned meeting, the CCITT should be requested to establish, as suggested by Unesco, a study group to examine problems of transmitting press messages with a view to recommending solutions to the appropriate organs of the ITU.

105. Unesco should disseminate as widely as possible the results of the various studies and investigations referred to, and particularly to professional organizations concerned.

B. LONG-TERM DEVELOPMENT

Capital aid and technical assistance for national agencies:

106. Assistance should be sought for the development and expansion of national news agencies in the region by such means as long-term, low interest loans from international sources.

107. An approach should be made through appropriate channels with a view to securing co-operation in the development and expansion of national news agencies in the region.

108. Governments should be invited to pay particular attention to helping national news agencies in the region to overcome foreign exchange difficulties hindering the purchase of equipment.

Proposals relating to telecommunication facilities:

109. Governments of the South East Asian region should give high priority to efforts to develop telecommunication in the region. If difficulties should be encountered in allocating funds for this purpose, assistance should be sought from international sources. Alternatively, arrangements should be made with other governments and commercial groups for the supply of telecommunication equipment on a credit basis.

110. The ITU and ECAFE should continue to take an active interest in promoting telecommunication development in South East Asia. In this connexion, a two-man team of telecommunication experts should, as a follow up of the regional survey of telecommunications recently made by the ITU and ECAFE, be requested to investigate the specific requirements of the mass media.

111. The team of experts should also study the application of new techniques in news transmission, such as facsimile and other methods developed for the high speed transmission of ideographs. In addition, it should study the possibility of utilization within the region of equipment which is outdated in more developed countries but is still suitable for countries in South East Asia.

112. The development of telecommunication facilities in the region should proceed in the following order of priority:

(a) National communication services;

(b) Facilities for communication between the countries of the region; and

(c) International telecommunication facilities.

113. In this development programme, emphasis should be placed on radio communication, particularly v.h.f. and microwave links.

114. In the development of radio communications, governments should be urged to make the most orderly and effective use of the frequencies available to them.

PART III

RADIO BROADCASTING, FILM AND TELEVISION

115. Agreement on a constructive programme for radio broadcasting, film and television was made possible by the importance which participants attached to the solution of common problems. They approached the meeting sharing the belief that the techniques of radio, film and television are not merely additional publicity methods available to governmental agencies, but are in themselves integral elements in the process of government and development. They have in fact substantive rôles to play in the educational, scientific, social and economic development programmes of countries in the South East Asian region. There was also a profound belief that these mass media had an important part to play in the programmes of individual countries when they approached questions of joint planning and co-operation with other countries of South East Asia.

116. A study of the problems inhibiting development of these media in South East Asia revealed that most difficulties were shared equally by all the countries concerned, and that they were concentrated in the areas of (a) training of personnel, (b) shortage of equipment and materials, (c) shortage of laboratory facilities and (d) lack of a readily available technique of exchange of information, personnel and programmes.

117. The meeting concentrated attention on these areas of principal difficulty and in this report offers methods for their solution.

118. The consensus of the meeting was that any solution to a problem of one medium should aim to be applicable to all media, and this aspect should be constantly kept in mind as attempts were made to develop individual solutions. Where technicians are transferable from one medium to another (as for example in film and television) a training scheme in one medium could equally serve the other.

119. Co-operation between country and country, and between medium and medium, seems to be the key to development of radio, film and television in the region.

120. It was clear that the adequate and necessary development of information media in the region would also call for substantial capital investment, particularly in the manufacture of materials (such as raw stock for example) and equipment. Governments should encourage and facilitate investment in such industries.

A. RADIO BROADCASTING

I. GENERAL DISCUSSION

121. All the countries of the region maintain radio transmissions for broadcasting, and nearly all have short wave facilities. Three countries already have set up transmitters for ultra high frequency transmissions. In most cases, radio broadcasting is government-operated; in several countries, however, there is a parallel system of commercial radio, either independently operated, or controlled by the government. Six countries in the region impose licence fees for the use of radio receivers. Throughout the region, the numbers of receivers range from 0.9 per thousand population, to 158 per thousand, the average number of receivers for the region as a whole is 22.6 per thousand persons, or a total of about 37 million sets.

122. This average figure is well below the Unesco minimum average of five sets per hundred persons, and the meeting felt that every effort should be made to raise it. A desirable target, the meeting believed, is that of one set per five persons, or approximately one set per family. Participants thought that it might reasonably be expected that the Unesco minimum would be achieved within the next few years, and the higher average within 15 years. Taking as a basis the United Nations forecast of population in Asia, there should be about 90 million sets for a population of 1,785 million by 1965, and 442 million sets for a population of 2,210 millions by 1975.

123. The meeting felt that, with the exception of Japan, conditions in all the countries being considered were somewhat similar, and that it was therefore possible to deal with many of their problems jointly. Politically, most of them have become independent in recent years, and are at present engaged in establishing democratic forms of government. Economically, they are underdeveloped. Socially, they are multi-racial in character and lack complete national and cultural cohesion. Their multiplicity of languages presents its own problems. Culturally, however, they have a rich spiritual inheritance from ancient civilizations, and may not be considered to be struggling for the first time with self-expression in modern ways.

124. The meeting was of the opinion that in contrast to Western countries, Asian countries do not need merely two or three separate channels catering for different tastes, but separate services basically different in character and complexion, addressed to different listening groups. This results in a paradoxical situation. One service must be addressed to a town-dwelling minority of the population, which actually consists of the majority of owners of receivers. Another service must be devoted to a country-dwelling majority, who not only must be provided with programmes, but with facilities to listen to them.

125. The meeting was deeply conscious of the fact that radio is truly a medium of mass communication, so powerful that some of its implications are almost frightening. While radio can be one of the most powerful instruments for the spread of knowledge and the liberation of the human mind, it can be used equally effectively for the enslavement of the mind. In a world where public opinion has come to have a greater and greater influence in international affairs, radio is a political force of great magnitude. The dangers of its misuse may be easily envisaged. The meeting was therefore of the opinion that radio broadcasting should be used in the interests of society to promote economic and social progress as well as knowledge, friendship and understanding between the peoples of the world.

Provision of low-cost receivers:

126. The meeting discussed many points which, it considered, have a bearing on the rapid development of radio broadcasting in South East Asia, and made several concrete suggestions for bringing this about. It was felt that although much could be done to improve transmissions and services, possibly the most important facet of the problem lay with the listener. There was considerable discussion regarding measures to make receivers more widely available, particularly in rural areas, where requirements, especially for the dissemination of news, cannot be satisfactorily met under present conditions. The meeting was unanimous in the belief that governments, either through their own resources or with international aid, must obtain a large number of sets, especially suited to community listening, and battery operated where electricity is not available, to be supplied to country areas. They should also run a servicing department to maintain them. However, the meeting felt it should be impressed on governments that lack of electricity is a great barrier to the dissemination of information.

127. Participants were told of a Unesco plan which was being studied by the ITU for the production of receivers costing $4 to $5. They suggested that Unesco be asked to look into the possibility of the manufacture of low-priced receivers, powered by kerosene lamps, for use in remote rural areas.

128. It was pointed out that one of the greatest obstacles to the provision of cheap receivers lay in the high tariffs levied by some governments. The meeting suggested that governments be urged to follow the example of the Federation of Malaya in waiving import duties on low-cost receivers and spare parts. It was, however, pointed out that the setting up of factories on a national basis, where possible, would facilitate cheap and easy repair. The meeting wished to bring to the attention of governments its conviction that transistor sets could solve many of the problems of providing adequate reception to rural populations. Manufacturers were urged to consider the designing of more powerful transistor receivers for classroom use.

Assignment of frequencies:

129. The meeting was concerned with the considerable overlapping of frequencies used by countries of the region. It was suggested that a regional seminar be held to discuss the technical planning of broadcasting systems on a national basis. It was also suggested that national planning

groups should not ignore the possibilities of the introduction of frequency modulation broadcasting on VHF, since this may be a solution to future problems. Countries of the region should be encouraged to participate more fully in the work of the ITU's International Consultative Radio Committee, so as to make their special technical problems known. The meeting felt that a regional meeting should be convened to discuss the improvement of broadcasting frequency and assignment plans, as well as problems of intentional interference.

Audience research:

130. Considerable interest was displayed in audience research. Although it was generally considered that this was a matter for individual governments, the meeting felt that Unesco could give considerable help to governments by providing technical knowledge of such research. Participants from technically advanced countries offered help in this matter from their respective radio organizations.

Expert surveys:

131. The meeting spent considerable time discussing the aid that may become available under a development programme resulting from the conference. It was felt that any aid from international sources should be given to countries of the region in order of their need. However, it was stressed that in any assessment of needs, due consideration should be given to their national characteristics, their way of life and culture and their geographical disposition. The meeting pointed out that some countries have vast distances with small scattered populations, while others have large population centres. It would be profitable to take into consideration the experience of technically more developed countries with similar conditions, and advice in this respect should be asked of them.

Standards of programmes:

132. The meeting discussed at length the possibility of introducing commercial broadcasting in the region; there was considerable divergence of opinion. Some participants although agreeing that with well educated and sophisticated audiences, commercial radio has much to contribute, felt that with most audiences in the region, it might lower standards of taste and education. They believed that radio must not be considered merely as a method of providing entertainment or of raising revenue. A powerful agency of a developing State, they thought, should not be turned into an instrument used for commercial gain alone. They urged that governments take note of this danger and guard against it.

133. Other participants took the view that the air waves belong to the public and that, where broadcasting is on a commercial basis, broadcasters, must, as a public trust, maintain high standards of information, education and entertainment. They noted, however, that with the economic growth of the region, more commercial enterprises will emerge to support commercial broadcasting and urged governments to take these factors into account in licensing or otherwise regulating commercial broadcasting.

134. The meeting as a whole felt that countries of the region should set up some kind of radio broadcasting code, taking into consideration:

(a) Advancement of education and culture;

(b) Acceptability of programme material;

(c) Responsibility towards children;

(d) Decency and decorum in production;

(e) Community responsibility;

(f) Treatment of news and public events;

(g) Controversial public issues.

Training:

135. In considering the need for training, both of technicians and broadcasting personnel, the meeting felt that training programmes for the region must include national experience as well as experience in other countries. The meeting considered that each country should eventually have its own training centre, but that at present those countries which have national training centres should make them available to less fortunate countries. It was acknowledged that, in many cases, only lack of extra equipment prevented existing national training facilities being used on a regional basis. Although it was stressed that training should be carried out in an environment similar to that in which it was to be applied, the meeting suggested that countries should take advantage of training facilities existing outside the region in technically more developed countries.

Requirements of rural listeners:

136. The meeting was of the opinion that while great importance should be attached to the provision of facilities for listening, particularly among rural populations, much of the effect of this could be lost if listeners were not given some incentive to take advantage of the services provided. The experimental Farm Forums, set up in India with the co-operation of Unesco, were discussed. The meeting came to the conclusion that such forums are a very valuable means of maintaining contacts with rural listeners and of ascertaining what programmes were suited to their needs and therefore useful to them. The meeting believed that this line of development should be intensively pursued in the region.

Exchange of programme materials:

137. The meeting stressed the need for much more collaboration and exchange of programme material between the national broadcasting organizations of the region. It believed that such exchanges not only promote better understanding and mutual appreciation of other cultures and ideologies, but that they also combat prejudice, ignorance and misunderstanding. Apart from programmes specially prepared for broadcast in other countries, countries might also supply materials of programmes on request. Although English and French are sufficiently widely spoken throughout the region to constitute workable international languages and programmes in them are easily exchangeable, it might also be possible to exchange programmes originally prepared in other languages. Spoken word items, features and plays might be accompanied by scripts,with permission to use them in translation, free of royalties.

138. Another method of exchange might be the pooling of resources by two or more countries to produce common programmes. Mutual exchange of programme staff for training would be also beneficial. The meeting was told how United Nations Radio had recently organized a tour through the region of a team of broadcasters from regional countries, in an effort to increase knowledge of the basic economic and social problems of South East Asia and to promote the feeling of regional "belonging". The meeting praised the initiative of UN Radio, and asked that further tours should be arranged. It also noted that the United Nations and its Specialized Agencies were continually supplying programme material, and suggested that governments be urged to make maximum use of it.

News services for radio broadcasting:

139. The meeting considered the question of news services for radio broadcasting. In addition to the conclusions referred to in Part II, the meeting felt that a great deal could be done through regular monitoring by Asian countries of each other's radio news bulletins.

140. The meeting suggested that Unesco could take the initiative in furthering this process by encouraging countries to make regional arrangements for the beaming of daily national bulletins to each other. It was felt that the adoption of a system whereby each national radio news service would collect its own home news, similar to that of the Australian Broadcasting Commission, would facilitate news monitoring and make national daily bulletins more authentic. The meeting believed that by these means it would be possible to maintain a daily news bulletin containing all the important news in the region. This bulletin might also be broadcast through United Nations Radio. The meeting was of the opinion that, though there is a basic unity in the approach

of South East Asian countries to news presentation, national policies are strongly reflected in the news broadcasts of each country. It decided, therefore, that the adoption of a universal code of ethics would be valuable.

Wired broadcasts:

141. The meeting discussed the use of wired broadcasts. It felt that this method of dissemination has its place, particularly in urban areas where the programmes of two or more local channels are available for rediffusion.

Communication rates for radio reports:

142. With regard to costs of transmitting press messages, the meeting was of the opinion that in many countries the "press collect" system of transmission for use of radio news reporters could be introduced or improved. It suggested that broadcasting organizations could provide bona fide reporters with some kind of identification which would enable them to take advantage of reduced rates.

II. PROPOSALS FOR THE DEVELOPMENT OF RADIO BROADCASTING

143. The following proposals are grouped according to possibilities of (A) immediate action and (B) long-term development.

A. IMMEDIATE ACTION

144. Unesco should be asked to conduct expert surveys to assess the needs of individual countries in the region, bearing in mind the Unesco formula of five receiving sets per 100 of population, and taking the above considerations into account. This assessment should be used as a basis for the distribution of any aid from outside sources for radio development.

145. Governments should encourage the setting up of Farm Forums, like those successfully carried out in India with Unesco's co-operation. Unesco should be asked to co-operate fully in this effort.

146. Unesco should be asked to ensure the widest possible dissemination, among information enterprises and professional associations in the region, of the draft International Code of Ethics for Information Personnel which was drawn up under the auspices of the United Nations. Information enterprises and professional associations should be urged to consider whether this code of ethics would serve as a suitable standard of professional conduct for all persons in the region of South East Asia who are engaged in gathering, transmitting, disseminating and commenting on news and information.

147. The study on low-cost receivers already undertaken by the ITU in collaboration with Unesco should be actively pursued with a view to providing governments with one, or perhaps two, standard designs in the near future.

B. LONG-TERM DEVELOPMENT

148. ECAFE should be asked to assess the possibility and feasibility of establishing economic receiver manufacturing industries in the countries of the region.

149. Within the framework of the ITU, there should be set up a South East Asian regional body, with headquarters in the region, and with facilities for frequent meetings and consultations.

150. Existing bilateral arrangements for the training of radio personnel should be encouraged and expanded.

151. National radio organizations should take steps to promote greater exchange of programme material, and explore the possibilities of setting up a South East Asia Programme Exchange Centre, as a central clearing house for regional material, through their own resources if feasible.

B. FILM

I. GENERAL DISCUSSION

152. The meeting reviewed the many problems facing the development of a comprehensive film programme in South East Asian countries in the belief that their solution was essential to the furtherance of a purposeful use of films as one of the most effective means of mass communication. It was appreciated that film now plays an important substantive part in national programmes for social and economic development in each country. The meeting considered that the success of these various programmes will depend in great measure on a wide understanding of their aims and progress and that film, in combination with radio and television, has an important and significant part to play in this greater educational process.

153. It was appreciated that film has not only a national interest to serve but that, through the exchange of films by the South East Asian countries, a sense of community in the region might be achieved. With this background in mind the meeting reviewed the present situation, considered emerging problems and proposed various courses of action for their solution.

154. The meeting considered that it should confine its attention to films of the documentary, educational, scientific, cultural and newsreel type, children's films and classroom films.

155. There are already film production units in almost all the countries of the region. Most of them are governmental units and their programmes are designed to promote greater knowledge of developments taking place in the region and throughout the world. These units are now operating at various stages of development. Some are comparatively young and produce few films. Others have reached a more advanced stage of development, but still require improvement and expansion, both in quality of production and volume.

156. All units wish to develop and achieve better quality and greater volume. One of the first convictions to emerge from the meeting, was a realization of the lack of knowledge about the work being done in the various countries of the region. While some units had been forging ahead, attempting to solve their problems, information of their neighbours' efforts had failed to reach them.

157. From this situation emerged the first theme for discussion - the desire to promote in each country a more profound knowledge of what was going on in the entire region. To this end the meeting discussed the possibility of establishing a clearing house which would be the repository of information on stages of development in each country.

158. The second main problem concerned the distribution of films. It was noted that through the entire region there is a shortage of projection equipment for the physical distribution of films. In addition, there is virtually no interchange of films between the countries already producing and distributing within their own boundaries. It was therefore felt that steps should be taken to secure more intensive distribution within each country and the interchange of films between countries. A joint or co-operative scheme of distribution for the region was therefore envisaged.

159. A major problem affecting all countries was the training of technical and creative personnel. Some countries had so far achieved development by local experimentation, by sending personnel abroad for experience with more developed units, or for more formal training in teaching centres, and by inviting experts to come and teach or participate in national production. These activities could be put on a more economical and more effective basis by joint or co-operative action to intensify present methods, or by founding a regional training centre.

160. It was stated early in the discussion that, although the total volume of production in the region was comparatively small, there was already duplication on important basic topics. The meeting felt that some element of planning to avoid duplication and give a sense of direction to production should be introduced.

161. A major problem in the region is the "raw stock shortage", due largely to a shortage of hard currency. The difficulty was in some cases aggravated by import regulations and high tariff duties. It was consequently suggested that the raw stock situation should be reviewed on a regional basis and means for its alleviation proposed.

162. The meeting noted with appreciation that a number of countries had made valuable contributions to the development of the existing film units by the supply of equipment, the loan of personnel and by giving assistance in training personnel. The meeting hoped that this type of assistance would be continued and augmented to include teaching materials such as books. It was felt that these activities, based on the concept of apprenticeship and close association with experienced technicians, were of great value and that, before the creation of a training centre was advanced, all possibilities of co-operating on actual production should be fully exploited.

163. The meeting also noted that the United Nations scheme to produce three Asian films for Asia by Asians, with the assistance of some United Nations and Unesco personnel, furthered the objective of regional co-operation and close association among existing centres. This activity would probably involve mutual effort by the following governmental film units: Afghanistan, Pakistan, India, Burma, Philippines, Japan, Republic of Korea, Federation of Malaya, Indonesia and Ceylon, with the co-operation of the Governments of Thailand and Cambodia.

II. PROPOSALS FOR THE DEVELOPMENT OF FILM

164. The meeting noted with pleasure that, in addition to international aid which may become available, several countries with more developed resources have offered their active help in development of the proposed schemes.

165. The following proposals were advanced by the meeting, those requiring immediate action being recapitulated at the end of this section.

Information clearing house:

166. A co-operative regional film information clearing house, whose main purpose would be to collate information regarding all relevant types of films available, including films for television, in the area, should be created. This would virtually result in a joint South East Asian film catalogue. It was appreciated that a record of past production, useful as it would be, would not entirely meet the needs of producers who wish to avoid duplication in production. It was therefore proposed that the clearing house should also assume the task of collating information on current film production, as well as on films proposed to be made in each country of the region, and on film distribution and utilization techniques.

Regional distribution scheme:

167. A co-operative regional office to secure the exchange of films and films for television by the various countries should be established. This office would not necessarily be a physical distribution scheme with regional distribution equipment and machinery of its own. Exchanged films could, rather, be distributed through the existing national distribution and utilization schemes. It was appreciated that, in view of the "language barrier", local language versions of such exchanged films would need to be made. The meeting therefore proposed that the regional distribution office should attempt to secure the production of language versions, either

(a) By developing a new unit to prepare local languages versions or

(b) By organizing existing facilities into a co-operative pattern to this end.

Training centre:

168. The problem of training should be approached on two levels.

(a) Maximum use should be made of the exchange of personnel by film units. Full advantage should also be taken of any fellowships or expert scheme which would enable members of national units to travel to secure training, or to attach film technicians temporarily to the existing units to help them develop their production. The further development of such fellowships and expert schemes should be encouraged.

(b) A regional training centre for the training of documentary film technicians and personnel should be established in the region. Provision should also be made for the training of appropriate categories of television personnel in planning and operating such a centre.

Films and television programmes for children:

169. Considering the great need for films and television programmes for children, the meeting called for greater efforts from producers in the region to meet this growing need by providing films of the highest possible quality. In this connexion it noted with appreciation the initial efforts made by the International Centre of Films for Children recently established in Brussels on the initiative of Unesco, and called attention to the necessity of creating more national co-operating committees to further activities in this field.

Equipment and raw stock:

170. A review of the raw stock shortage and the lack of equipment (including spare parts) should be undertaken with a view to drawing the attention of the appropriate authorities to the fact that the shortage, combined with fiscal and Customs regulations, was a limiting factor in the growth of documentary film making, and consequently in the enlightenment and further education of the people of the region. The review should also take into account the growing needs of television in countries where it is developing or its introduction is planned.

International assistance:

171. Noting the very satisfactory results of the assistance given by Unesco to Cambodia and Indonesia, the meeting recommended that this type of activity be continued and augmented.

Regional and international co-operation:

172. Professional film and television organizations should consider possible ways of co-operation with the International Film and Television Council recently established on the initiative of Unesco.

PROPOSALS FOR IMMEDIATE ACTION

173. The meeting was aware of the time which must necessarily transpire before the above recommendations could be submitted to the Economic and Social Council. Believing that practical interim solutions to some of the problems might well be initiated almost immediately, the meeting drew to the attention of Unesco possible courses of immediate action which, if initiated without undue delay, would greatly benefit rapid development of the purposeful use of film in South East Asia. These are set forth below.

174. It was clear at the meeting, where many government film officials met each other for the first time, that there is little exchange of information between the film-producing agencies of South East Asia. The meeting recommended that Unesco consider asking one of its offices in the region, or another appropriate organization, to act as a clearing house of information to which all government film units in the region and adjacent to it would supply information regarding films available for distribution, and concerning present and future production.

175. The meeting recommended that, pending the establishment of a training centre for film technicians in the region, Unesco should encourage the exchange of personnel between existing film units in and adjacent to the region by the award of fellowships, and to provide an additional impetus to training by the provision of more experts to film units in the region.

176. To promote a wider exchange of films within the region, Unesco was requested to encourage the making of local language versions by the film units of the region, of films made by other units.

177. In view of the limited laboratory facilities in the region, and to obviate the time-consuming method of sending films out of the region to be processed, Unesco was requested to urge some existing units to make available their laboratory facilities to units which lack comparable facilities.

178. Conscious of the benefit which participants had derived from an opportunity to meet together, the meeting requested Unesco to consider the calling of an annual meeting of representatives of film units in and adjacent to South East Asia and that appropriate experts in "allied" fields be asked to attend.

C. TELEVISION

I. GENERAL DISCUSSION

179. The meeting considered that television had such sociological importance and community impact that it was an entirely necessary medium for disseminating information and instruction both to city and rural audiences.

180. Therefore, it should not be regarded as a luxury but rather as an essential means of mass communication in its most effective form, particularly in view of the urgent tasks of economic development facing countries in this region - development that could only be sustained on a solid base of education.

181. Experience had shown that powerful social forces can sometimes compel the introduction of television before a country can be said to be economically ready for it. The meeting therefore urged governments to recognize television in their overall economic and telecommunications plans in order to be prepared for the extraordinary rapidity with which the medium can develop.

182. The meeting emphasized that immediate action in long-term planning had become urgent at this stage in this area.

183. Television broadcasting is already in various stages of development in India, Iran, Japan, Republic of Korea, Philippines and Thailand. There is also a wired television service operating in Hong Kong. It is known that a number of countries in this area are considering the introduction of television; but vital information on aims, resources and needs is lacking and must be secured. With information secured as a result of a proper survey of the area, television can proceed to develop in an orderly and efficient manner for the ultimate benefit of the area. Without this initial planning, it is likely to fail to achieve the desired objectives.

184. To ensure that television receives adequate support and sufficient audience appeal, governments considering setting up television should be prepared to support it through allocations of frequencies, capital investment (direct or indirect via tax exemptions or other initial favours), through Customs and foreign exchange regulations which facilitate the importation of necessary equipment, and through the establishment of production or assembly plants for receivers. To justify the national effort, educational objectives must have a key place in all planning and operation. But to be successful and true to audience desires, there must also be a considerable proportion of entertainment programmes.

185. Whether television is to be operated for commercial purposes is a question to be decided in each country. But even when stations are privately owned and commercially operated, they continue to exploit publicly owned broadcast frequencies and must also render educational and cultural services.

186. The meeting noted the willingness of a number of participating countries, where television is well advanced, to render assistance in developing the medium in this area at the appropriate times and stages.

187. To sum up, the meeting recommended that, in view of the high entertainment attraction in television proper emphasis should be placed on initial planning on news, information and educational programmes to provide maximum community service.

II. PROPOSALS FOR THE DEVELOPMENT OF TELEVISION

188. Television being so new a medium in this area, no attempt has been made to divide the proposals rigidly into immediate and long-term ones. A number of them could well overlap or be implemented simultaneously.

Survey:

189. In view of the inadequacy of information currently available in this field, the meeting considered that, as an essential first step, a detailed survey should be undertaken immediately to analyse the problems, experiences and future possibilities of developing television in the countries of South East Asia. The survey should also make recommendations as to how existing film resources might materially assist new television services.

190. The analysis would need to be carried out by a team (led, if possible, by an economist) of at least three professionals, in the field of television engineering, management and programming, with particular reference to its use for educational purposes, and with knowledge about the problems and tasks of programming in technically less developed countries.

191. The responsibility for this survey seems appropriate for an international organization such as Unesco. This organization should provide the machinery to enable countries of the region to invite surveys by the team.

192. As this report is to be presented to the Economic and Social Council in the spring of 1961, it seems unlikely that the Council would be able to take any action until autumn of that year at the earliest. The meeting feared that this may prove too late. It therefore urged Unesco to explore the possibility of finding funds for this urgently needed survey, as soon as possible, under the Expanded Programme of Technical Assistance or from other appropriate sources. A number of countries participating in the meeting indicated that they would welcome such a survey at the earliest possible date.

193. The meeting recommended that, after the publication of the above-mentioned report and its study by Member States in relation to their progress or planning in the field of television, an international meeting should be organized by Unesco to discuss and chart a plan for the development of television and its use, particularly in the field of education and information in the countries of the region.

Possible phasing of development:

194. In those countries which may be planning television, the meeting advised three phases of development which could overlap or continue side by side.

Phase 1

195. Sending of senior engineering, programming and management staff for training in advanced countries.

196. Simultaneously, experimental television stations should be established in countries with the necessary resources. These stations would operate over limited service areas. The stations could also be of service to other countries in the region through the testing of transmission, studio and

receiving equipment, the development of programming and reception patterns suited to the communities being served and the study of viewer habits. The station should provide training (by experts made available by technically advanced countries) for technicians and programme staff nationally and, at a later stage, might accept fellows from the region for training.

197. In the opinion of the meeting, the minimum requirements for an experimental station would be: one studio, two camera chains, two telecine chains, slide and 16 mm. projection equipment.

198. There should be specific planning for the manufacture or assembly of receivers so that production or assembly plants may go into operation at the end of phase 1.

199. Plans should be made for the provision and development of telecommunication facilities on the national level, bearing in mind the eventual requirements of relay stations and, where the area justifies it, provincial originating stations. Though such stations may not be established until a much later stage, the planning and/or construction of relay networks is essential to make it possible to cover wide regions of a country. This is important not merely for the sake of serving these regions; unless individual studios can amortize their production through service to large territories, it will not be possible to justify the expense. Nor will it be possible to build up a large audience which leads to mass sales, i.e. reduced cost of receivers. Preferably, the relay programmes should be coupled with the establishment of a telecommunications network also serving other purposes, so that costs are reduced. Television must be an integral part of all plans for the development of telecommunications in the region. In any case, all estimates must include provision for wide dissemination of programmes, otherwise initial efforts are bound to be still-born. Frequently, the alternative may be posed: should initial emphasis be placed on developing individual stations or should the network be built up first?

200. The meeting considered that the provision for a network in any planning was a sounder and more realistic long-term proposition, both economically and in the interests of the country's overall telecommunication development.

Phase 2

201. This phase involves the establishment of a full public television broadcasting service, providing important national areas with entertainment and educational and informational programmes. In the opinion of the meeting, such a station should have two to three studios, a film unit, a mobile unit, 10 to 15 camera chains (including film, remote and spare units). In addition, plans should provide for kinescope or video-tape. The station should work to a reception target set by the survey team, with particular emphasis on community viewing. In estimating the cost of such a station, it will be important to note both installation and operating costs; the latter will be quite different from those of stations in technically developed countries. Personnel costs are likely to be lower, equipment costs higher.

Phase 3

202. This phase would provide for full coverage of the national territory by relay and originating stations as required. By this time progress should also have been made on international links.

203. Aid from technically advanced countries and international organizations could, in the opinion of the meeting, be most usefully engaged prior to and during Phase 1 in the form of training and expert supervision. This recommendation

did not, however, preclude bilateral or multilateral aid during Phases 2 and 3, particularly in the form of fellowships for advanced refresher courses, etc.

Training:

204. The meeting recognized that, in the region, training was required at two main levels:

(a) Training of senior engineers, programme staff and management personnel in technically advanced countries.

(b) Training of technicians, junior programme and management staff locally or regionally.

205. With regard to (a), this could best be achieved through fellowship programmes either governmental, bilateral or international. These programmes should provide for basic training in one country, followed by visitorships to other technically advanced countries as well as countries in areas where television is in varying stages of development.

206. With regard to (b), such training could be achieved as described below:

207. Training and practical experience in the type of experimental station envisaged in Phase 1 (paragraph 196). Such training would be imparted both by local personnel and by experts from technically advanced countries in South East Asia or elsewhere. Fellowships for such training should be given to enable countries in the planning stage to send personnel for training to an operating experimental station.

208. Training at regional centres. A number of countries in this region seemed sufficiently advanced to provide the necessary facilities for the establishment of such centres with expert lecturers from the technically advanced countries which have already made offers of assistance in this respect. The centres should offer training in engineering, programme techniques, management and educational television, including utilization training with particular emphasis on community viewing. The possibility of setting up research departments in such centres should be envisaged in the initial planning. The survey team mentioned under paragraph 189 should recommend the most suitable locations for such centres.

209. The establishment of regional centres may take some time. While they were being established, the meeting considered that useful advance work could be done by setting up temporary regional workshops at the invitation of countries who could make facilities and organizational machinery available. Participating countries should contribute to the cost and the host country would invite lecturers offered internationally or under the aid programmes of other countries.

210. Familiarization with television techniques should not be neglected at the senior student level. Closed circuit television provides admirable opportunities at comparatively low cost for achieving this. Universities, communications schools, vocational and teacher training centres could in this way encourage potential recruits to television. Foundations, national and international organizations could well provide aid in this respect.

211. The meeting considered that the training of television journalists could be undertaken in the regional workshops and the regional centres (see Part IV, paragraph 236).

Technical standards, frequency allocation and channel planning:

212. The meeting recommended that the ITU be requested, through member governments and Unesco, to prepare a report as soon as possible on technical standards, frequency allocations and the availability of television channels in the area, with a view to ensuring careful national and international planning and avoiding of interference. This report should make recommendations with regard to (a) better utilization of existing allocations, the possible use of offset carrier, vertical polarization and other advanced techniques, and (b) the extent to which common technical standards (number of lines, frames per second, etc.) could be achieved in the region. The report should be placed before an intergovernmental telecommunications conference called by ITU on television channel planning.

213. This same conference should consider ways and means to improve co-operation within the region in the field of microwave and other telecommunication links with a view to the eventual exchange of live programmes between the countries.

Audience research:

214. Most countries in this area needed training in radio audience research. As the same techniques of research also apply to television viewer research, progress made in radio audience research could provide the base for advancing television viewer research. The mistake made in sound radio should not be repeated in television. Audience research should be regarded as an integral part of the initial development of any television service.

Regional and international co-operation:

215. The meeting considered that a most important incentive to continued advancement would be permanently established co-operation on a regular basis between countries of the region.

216. The meeting drew the attention of the professional television and film organizations in the region to the possibilities of co-operation outlined in the statement, made at Bangkok, on behalf of the International Film and Television Council, recently established on the initiative of Unesco. It urged such organizations to study the possibilities of making arrangements for co-operation with the Council.

Aid from more advanced countries or international organizations:

217. The meeting considered that the liberal offers of specialized advice and material aid received from several of the technically more advanced countries and that may be available under technical assistance or professional training and other programmes of international organizations could be utilized to the best advantage as follows:

218. Fellowships in the donor countries themselves for the advanced training of (a) engineers, (b) programme personnel, (c) educational television specialists, and (d) management.

219. The provision of the services of experts to countries setting up experimental stations.

220. The provision of expert instructors and research workers for national and regional training centres, seminars and workshops.

221. The provision of experts in the setting up of factories and plants for the manufacture or assembly of low-cost receivers.

222. The provision of experts to set up and train audience research teams on a national basis.

223. The constant supply of technical information on research and developments in the technical field through regional centres and direct to television organizations.

Visual news:

224. The meeting strongly recommended that any plans for progress in the field of news agencies in this region should, from the outset, include the gathering and supply of visual news items, such as photographs and news films (see Part II, paragraphs 89-90).

Community viewing:

225. In South East Asia, community viewing was destined to play an important rôle. Special attention must be given to the organization and to the guidance of teleclubs. The meeting recommended that such provision should be included in any plans for the introduction of television and be taken into account in financial arrangements made.

PART IV

JOURNALISM TRAINING IN ALL MEDIA AND MASS COMMUNICATION RESEARCH

I. GENERAL DISCUSSION

226. The meeting reviewed the problems of journalism training in the participating countries of South East Asia. It took note of the principles laid down at the International Expert Meeting at Unesco Headquarters in Paris in 1956. The Bangkok meeting was guided by the opening statement in the preamble to the report of the Paris Conference, namely:

> **" The welfare of peoples depends upon their decisions, freely and intelligently arrived at. The validity of these decisions depends upon the informed opinions of the citizens which, in turn, are based upon the accuracy and completeness with which the facts and events are made known to them. The adequacy of this reporting depends upon the understanding, the knowledge, the skill and the sense of responsibility of journalists."**

227. The meeting also noted the following statements in this report:

> **" There are two basic needs in the training of journalists: one is technical training in the arts of communication; the second is as much knowledge as possible concerning the subjects with which he deals."**
>
> **" Whatever system is found best to meet local circumstances, the two aspects of education - technical and general - should be integrated into a curriculum that meets the requirements of the profession and recognizes the necessity of a certain level of general education."**

228. As to the rôle of universities, further note was taken of the following principles laid down at the Paris meeting:

> **" In many countries the universities are playing a valuable rôle by providing facilities for education and training in journalism;**
>
> **Sometimes schools or faculties of journalism are part of the universities and in some countries there is a more or less formal connexion between schools of journalism and universities. In any project aimed at raising the level of professional education and training in journalism, it is desirable to develop co-operation with the universities;**
>
> **It is recommended that universities and other educational institutions undertake the promotion of research into problems of the press and of other media of mass communication. Teachers at schools of journalism should, wherever possible, combine teaching with research work of this kind."**

229. It was felt that the Paris meeting also dealt in a commendable way with the training of teachers for journalism in the following paragraphs of its report:

> **" Wide general culture and good professional training are essential in journalistic life. To ensure that personnel in the mass media possess these qualities, those who teach them must be properly educated, trained and equipped with the necessary technical knowledge."**
>
> **" The development of teaching methods and new experience are of interest to all professional circles. Schools of journalism and other institutions concerned with professional training should make available, upon request and on as wide a scale as possible, the fruits of their experience, research results and publications."**

230. The above-mentioned principles should be taken into account when any national or regional plan is devised as to the training of journalists. It should be understood that recognition of journalism as a profession depends partly on the level of skill and general education acquired by members of the profession. In this respect, concern was expressed that mass media enterprises have not been able to provide job security to journalism graduates. It was felt that, while efforts should be made to raise the standard of the systematic training of journalists on the one hand, efforts should also be stepped up to encourage the mass media enterprises to accept graduates and to provide financial inducement to retain graduates in the profession. This can be done through closer association and co-operation of all connected with mass communication.

231. Appreciation was expressed of the resolution adopted by the Second Regional Conference of National Commissions for Unesco in Asia, held at Manila on 23 January 1960, which underlined the important rôle of mass communication in overall national programmes for economic and social development. The meeting felt that this recognition of the importance of mass media would also have its bearing upon the position of journalists in society.

The needs of the countries in the region:

232. The meeting noted that about half of the countries of Asia represented in this conference had no facilities for journalism training of any kind. Nine countries of the region offer courses, most of them at the university level. While the technically most advanced country, Japan, offers specialized training for personnel in all four media of press, radio, film and television, most of the other countries have yet to develop training facilities in these specific fields. There are also countries having adequate plans for journalism training but lacking equipment and technical know-how to put those plans fully into action. Considerable expansion of training facilities was obviously needed if the information media were to function effectively in the region.

233. The need for journalism training was strongly emphasized by the fact that only a limited number of journalists in the various countries in the region had received systematic training for the profession. The meeting observed that in the coming years, crucial for the mass media, which would be growing and developing, there would be need for as many trained journalists as possible.

234. In order to achieve this goal, the meeting stressed that the utmost effort should be made at the national level to establish and develop journalism and that each country should decide what type of training was most appropriate to meet its needs. For some countries, training may be established within universities; others may prefer cadetship programmes (on-the-job training combined with general education courses); and still others may desire a combination of the two. There was, however, agreement that priority should be given to the development of schools for journalism.

235. It was the consensus of the meeting that journalism training had two facets: general and technical. While technical skill was considered essential, it was agreed that a journalism graduate should have a good general education with thorough knowledge in his field of specialization. The importance of the teaching of profession ethics and social responsibility was stressed.

236. On the problem of curricula for journalism education, it was agreed that there could not be a uniform curriculum for South East Asia. While agreement could be reached on a broad outline of the training which journalism graduates should receive, it was accepted that details of curricula should be left to each country. In the broad outline of requirements, however, it was emphasized that journalism students and journalists should be encouraged to acquaint themselves with technical problems in the widening field of mass media, including television, so that they would possess the technical knowledge to enable them to assume professional responsibility.

237. The suspicion frequently prevailing between journalism educators and working journalists was noted. Although many professional workers in various international media still felt that the best place for training was in a newspaper office or radio station, the meeting observed that the acceptance of institutional training was growing. It emphasized the desirability of practical experience on the part of journalism teachers in the mass media, related to their field of teaching.

238. Due attention should be given to the selection and the training of teachers of journalism. In this respect, Unesco's activities may be of valuable additional help.(1)

239. While the centres in Strasbourg and Quito would undoubtedly be of value to the areas which they covered, the meeting felt that the heterogeneous cultural, economic and linguistic background of the South East Asian region as well as the different kinds of national requirements in Asia, make it premature, if not impracticable, to establish a training centre for the region. It added, however, that the possibilities of sub-regional centres for advanced study and research at the initiative of the countries concerned, should not be overlooked. It was pointed out that certain South East Asian countries had common problems, such as printing ideographic scripts. It was further noted that although there was no common language in South East Asia, several languages were shared by groups of countries.

240. In view of the above-mentioned situation in the region, the meeting felt that holding regional seminars for specific groups of countries within the region, for teacher training, should be one of the first steps to be taken. It was also considered that some kind of a flexible arrangement providing co-ordination by a central unit, to handle the organizational and administration aspects of seminars and subsequent follow-up work would be needed.

241. National efforts to improve journalism training should be helped by the granting of fellowships and scholarships, especially for active or potential journalism teachers. In awarding fellowships, the meeting urged that the most promising individuals be chosen and that these fellowships be granted not only for teaching of journalism, but also for advanced study and research.

242. While not minimizing the value of fellowships for study abroad, it was felt that experts sent at the request of a country would make a greater impact and benefit a larger number of people.

243. The lack of adequate training equipment in all countries in this region, except Japan, was noted. The consensus was that outside assistance would be necessary for the supply and production of textbooks on journalism, and for training equipment. Government representatives from the developed countries expressed their readiness to give such assistance.

244. Countries in the region urgently needed to develop facilities for mass communication research on a national basis. Wherever universities had appropriate facilities, they should be encouraged. There was need for co-operation between countries with common research problems for which sub-regional centres may be desirable. International and national non-governmental organizations should be invited to assist, and particularly the International Association for Mass Communication Research, recently established on the initiative of Unesco.

245. In summary, the lack or insufficiency of training facilities in the region was due to the following causes:

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(1) The meeting took cognizance of the outcome of the 1956 Unesco gathering, viz. the establishment at the University of Strasbourg, France, of the first regional centre devoted to providing training for journalism instructors from European and adjacent countries. It was pointed out that this centre, the International Centre for Higher Studies in Journalism, is primarily financed by the University of Strasbourg. It was noted that the proportion of capital investment in the Strasbourg Centre by the university and Unesco was five to one, and the proportion of the provision for recurring expenses two to one; courses were offered to those who are already or wish to be teachers of journalism. It was also noted that a second regional centre, the Latin American Centre for Higher Studies in Journalism, was established with the assistance of Unesco in 1959 at the Central University of Ecuador, Quito; and that creation of this centre had been proposed by an international seminar convened by Unesco at Quito the previous year.

(a) Inadequacy of either institutional or on-the-job training, both in terms of quantity and quality;

(b) Insufficient number of teachers;

(c) Lack of textbooks suitable for local and national conditions, library material and training equipment;

(d) Lack of complete co-operation and understanding between existing training institutes and mass media enterprises;

(e) Insufficient number of fellowships for training of journalism teachers;

(f) Lack of financial resources and technical knowledge for the development of training institutions in the region;

(g) Lack of systematic research in mass communication.

II. PROPOSALS FOR THE DEVELOPMENT OF JOURNALISM TRAINING AND MASS COMMUNICATION RESEARCH

246. The meeting made a strong appeal to all concerned, in each country of the region, to co-operate on a national basis, in order to establish and develop journalism training. The establishment of a National Council for Journalism Training, or a similar body was recommended for each country; the Unesco National Commissions, universities and other educational institutes in this field, as well as professional organizations, should be represented on such councils. In this way, national efforts in promoting journalism training could be pooled. Such a body could not only stimulate national development but also give advice on participation in any regional plan. The meeting wished again to stress that within the field of activities of international organizations like Unesco, national efforts and initiative must provide the necessary basis to implement any programme under the auspices of such organizations. The proposals and recommendations made below should be explicitly understood within the context of this statement.

A. IMMEDIATE ACTION

247. As short-term objectives, the meeting recommended that Unesco and intergovernmental, governmental and non-governmental organizations or institutions:

248. Assist, when requested, in the establishment of training schools for journalism, and institutes for mass communication, where none exist, and in the further development of existing schools.

249. Organize seminars in South East Asia in the next few years to provide training for journalism teachers and working professionals who devote part of their time to teaching or who are responsible for training schemes. The occasion of such seminars may be utilized for a meeting of journalism teachers who are participants.

250. Make available a number of fellowships each year, one for each country in the region, for the purpose of attending these teaching seminars.

251. Arrange for experts in journalism training to be sent to countries requesting such assistance. The meeting considered that expert aid of this kind would be invaluable as a means of initiating and developing national journalism training programmes on a sound basis, drawing fully upon the growing fund of international experience in this field.

252. Assist in organizing and financing arrangements by which journalism teachers and students are given an opportunity to acquire practical on-the-job training at newspaper offices, radio stations, etc.

253. Encourage the production of journalism training textbooks in the countries of the region. The meeting considered that the difficulty of financing the publication of journalism training textbooks in the region made it necessary that international aid be given to authors and publishers for this purpose. It was also recommended that Unesco seek to acquire the copyright of textbooks, published in the more advanced countries, which might be adapted for republication to meet the needs of South East Asian countries.

254. Compile and publish up-to-date bibliographies in the field of journalism and assist journalism school libraries to acquire copies of the most essential publications and a kit of representative newspapers and other mass communication journals from various parts of the world.

255. Assist in establishing and equipping laboratories and workshops in journalism schools and other mass communication institutes. They should be provided with the essential equipment necessary for the production of model newspapers and other information media, as well as a wide range of materials needed for demonstration purposes.

B. LONG-TERM DEVELOPMENT

256. As long-term objectives, the meeting recommended that Unesco and intergovernmental, governmental and non-governmental organizations or institutions:

257. Organize seminars in South East Asia, both on a national and regional scale, to provide training for journalism teachers, refresher courses for working journalists and a greater exchange of information and experience among professionals in all the mass media.

258. In order to carry out the considerable organizational work involved in such a seminar programme, Unesco might consider establishing, in co-operation with interested international bodies, governments and universities, a small secretariat staff operating within the region. A regional council, constituted on a broad basis to include all elements of journalism training in South East Asia, together with an executive committee, might be set up to guide the work of this specialized secretariat and to advise on the seminar programme. This secretariat might be attached to a United Nations unit already operating in the region, such as, for example, ECAFE, or, alternatively, it might be attached to a university.(1)

259. Assist, wherever appropriate, in the development of sub-regional centres for advanced study and research as a means of pooling resources and experience in dealing with common problems. The meeting recognized that the heterogeneity of this vast region made it impracticable to set up any centre endeavouring to encompass the entire area.(2) It emphasized, however, that the establishment and development of adequate national training schools was the most essential task and should be dealt with as a matter of priority.

260. Provide on as large a scale as possible, fellowships, scholarships, research grants and travel grants in the field of journalism training, including the training of working journalists. Attention should also be given to providing working journalists with an opportunity to pursue advanced studies in their fields of interest. Priority, however, should be given to journalism teachers.

261. Encourage the mass media organizations to employ graduates of journalism training schools and to participate in, and help finance, journalism training programmes.

262. Help in the effort being made by the mass media organizations to provide job security for trained journalists and to take account of academic training in journalism as a factor in establishing wage scales.

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(1) In this connexion, the meeting noted a statement made by the journalism training expert from Pakistan that the University of the Panjab, Lahore, would be willing to offer its campus as the site for the proposed secretariat.

(2) The expert from Pakistan offered a location at the University of the Panjab, Lahore, for a research centre.

263. Seek as the objectives of journalism training programmes that the individuals trained shall have acquired broad general education and thorough training in the field of specialization, as well as some knowledge of the technical aspects of the mass media, particularly the new medium of television. Programmes should emphasize the importance of high professional and ethical standards in the conduct of work of the trained journalist.

264. Encourage research particularly in such problems as:

(a) Techniques: of which an example would be the study of new ways of casting and setting type.

(b) Management: of which an example would be the study of newspaper economics.

(c) Effectiveness: of which an example would be the study of how best to use the mass media to teach literacy or convey technical information to non-literates or people with little education.

(d) Audiences and readership: in order to find out which groups are listening, or what people are reading in the press, and what they think of the service they are receiving.

265. In developing such research facilities, countries in the region could draw on the experience and skills of advanced countries through expert missions, training fellowships in advanced countries and seminars on mass communication. When advanced training in journalism was developed in the area, it should include a familiarity with the results and basic techniques of mass communication research.

266. The meeting recommended that all possible sources of financial aid should be drawn on, for implementation of the above proposals. It stressed that national resources should first be utilized. It called upon Unesco, within the framework of its programme, to encourage and assist national plans for journalism training as formulated and developed by countries in the region. It was felt that governmental and non-governmental agencies, professional organizations, private foundations, universities and other institutions should also be approached for technical, financial and material assistance.

ANNEX I

LIST OF PARTICIPANTS

GOVERNMENT REPRESENTATIVES - REPRESENTANTS DES GOUVERNEMENTS(1)

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	M. Thenn-Tioeuan, **Inspecteur Territorial**
	M. Isoup Ghanty, **Directeur, Agence Kmere de Presse**

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(1) The following countries, members or associate members of Unesco participating in the work of the Economic Commission for Asia and the Far East, were invited to send representatives: Afghanistan, Australia, Burma, Cambodia, Ceylon, China (Republic of), France, India, Indonesia, Iran, Japan, Korea (Republic of), Laos, Malaya (Federation of), Nepal, Netherlands, New Zealand, Pakistan, Philippines, Thailand, USSR, United Kingdom, U.S.A., Viet-Nam (Republic of), Singapore/British Borneo Group.

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ANNEX II

SUMMARY DATA ON MASS MEDIA FACILITIES IN SOUTH EAST ASIAN COUNTRIES

COUNTRY	Selected data on mass media facilities around 1958				Number of television receivers per 1000 inhabitants
	Circulation of daily newspapers per 1000 inhabitants	Newsprint consumption per inhabitant (kgs)	Number of cinema seats per 1000 population	Number of radio receivers per 1000	
Afghanistan	(1) 2	(2) 0.02	0.3	0.9	-
Brunei (U.K.)	-	0.6	63	(1) 23	-
Burma	(3) 8	0.4	4	1	-
Cambodia	3	0.3	2	2	-
Ceylon	20	0.9	19	25	-
China, Rep. (Taiwan only)	43	0.7	40	34	-
Federation of Malaya	17	0.4	...	30	-
India	9	0.2	6	4	-
Indonesia	11	0.2	6	7	-
Iran	5	0.2	4	7	0.6
Japan	395	6.1	34	158	...
Korea, Rep. of	57	1.6	5	16	0.4
Laos	...	0.07	(2) 2	7	-
Nepal	-	0.01	...	1	-
North Borneo (U.K.)	16	...	24	23	-
Pakistan	9	0.1	(3) 2	2	-
Philippines	19	0.2	(1) 12	14	1
Sarawak (U.K.)	27	0.1	..	39	-
Singapore	210	5.6	29	70	-
Thailand	(3) 4	0.7	5	4	0.9
Viet-Nam, Rep. of	28	0.5	7	7	-

(1) 1954
(2) 1951
(3) 1952

II

PAPERS BY MASS COMMUNICATION SPECIALISTS

This section contains extracts of papers submitted to the Bangkok meeting by experts in the fields of press, radio broadcasting, film, television and journalism training. In their original form, these papers concluded with suggested solutions to the problems they covered. These concluding passages have been deleted here since they were taken into account in the foregoing report adopted by the meeting.

1. NEWSPAPERS AND PERIODICALS

DEVELOPMENT OF A MULTI-LANGUAGE PRESS

by A.R. Bhat (President, Indian Languages Newspapers Association)

Readership

India now has a population of over 397 million, representing an increase of some 10% in the past eight years. Its economy is predominantly rural, the agricultural and allied fields absorbing 72% of the total working population. Urbanization is, however, increasing fairly rapidly.

The Constitution lists 14 Indian languages: Assamese, Bengali, Gujarati, Hindi, Kannada, Kashmiri, Malayalam, Marathi, Oriya, Punjabi, Sanskrit, Tamil, Telugu and Urdu. With the exception of Sanskrit, all have the status of a language of State administration in the respective States. Following the reorganization of States in 1956, which established language as the basic administrative criterion, they have gained further importance.

The national level of literacy rose to 40.7 in 1958-1959. Between 1951 and 1956, the First Plan period, the number of pupils in the age-group 14-16 years increased from 22 millions to 30 millions. The Second Plan is expected to show further increases in the number of literates in rural areas.

Per capita income is expected to reach Rs.331 in 1960, (4.75 Rs. = U.S.$1.00). According to the National Sample Survey of Newspaper Readership in 1953, the average Indian family spent about one rupee on newspapers yearly. In view of the estimated increase of 25% in per capita income since 1953 and the increase in the number of literates, family expenditure on newspapers must have risen considerably.

In the context of this situation, the Indian-language press of India must (a) cater to demand for newspapers from a continuously increasing number of persons gainfully employed, and educated from the middle school to matriculation standards; (b) make itself available not only in cities and towns but also in townships and villages (which means expansion of the existing Indian language newspapers and promotion of new ones, particularly in rural and semi-rural areas where they are not now published); and (c) improve its standard of production.

The problem is therefore to produce a well edited and well printed paper at minimum cost and to sell it at a low price. In an underdeveloped country like India this aim is difficult to achieve.

Press Facilities

The term "press" covers general interest newspapers and periodicals, including magazines. In December 1958 there were 6,918 registered newspapers including 465 dailies. Only 405 dailies and 80 weeklies were "general interest" newspapers; periodicals numbered 5,095. Dailies were published in all Indian languages (except Sanskrit), and in English.

State capitals and cities with a population of 100,000 and over had a total of 380 dailies, while towns with a population of less than 100,000 had only 85. Of the State capitals, Bombay claimed 81 dailies, Calcutta 34 and Delhi 25. Three State capitals, namely Bhubaneshwar of Orissa, Shillong of Assam and Simla of Himachal Pradesh had no daily. The figures emphasize the concentration of daily papers in metropolitan and other cities.

In India, English is only a second language among most of the people who speak it and a mother tongue among only a few. Owing to the richness of English and its present position as a language of public administration, both the number of English dailies and their total circulation have increased. During the last six years, their circulation rose from 697,000 to 986,000 copies. English-language dailies enjoy the highest circulation. Of the total circulation of 3,606,000 copies of dailies in all languages, English papers claimed a little more than 25%. Among dailies published in various languages, the two with the higher individual circulation were published in English. Even among Indian-language dailies those published under the same proprietorship as English newspapers have generally enjoyed high circulations. The English-language press has considerably influenced the Indian-language press both in the matter of content and make-up.

Circulation is generally concentrated in a few papers in each language. A feature of such concentration is that a few proprietors own large circulation dailies published in more than one language while a few others own more than one paper published in the same language in more than one centre.

An annual increase both in the number of dailies and their total circulation occurred between 1956 and 1958. In this period the number of Indian-language dailies rose from 225 to 269 and their total circulation from 2,083,000 to 2,620,000. In making the first assessment of total circulation of all dailies the Indian Press Commission estimated the circulation of Indian-language dailies in early 1953 at 1,828,000. Thus during the ensuing six years it registered a rise of 44%. But the increase in total circulation is accounted for not only by the rise in the number of dailies but by increases in their individual circulation.

Obstacles to Development

The Indian Press Commission had assessed India's requirements in respect of the number of dailies and possible increases in circulation. It estimated that two dailies would be needed per million population and that there was scope for a circulation increase of 150% in the rural and 50% in the urban areas. There has since been a general increase in urban circulation, but hardly any improvement in respect of location. There are still 18 cities with over 100,000 population where no daily is issued, not to mention hundreds of towns which, let alone a daily paper, do not have even a general interest weekly.

A number of factors impede the growth of newspapers:

(a) Sale-Price and Advertisement Revenue

Newspapers have to face unequal competition. Each copy of a newspaper is sold below its cost price, the margin being determined by the revenue from advertising. In this respect Indian-language papers are at a disadvantage as compared to English-language papers. Partly for historical reasons and partly because of the assumed higher purchasing power of their readers English papers receive disproportionately higher advertising revenue per copy, per annum. The Press Commission found that while such revenue was Rs.47/- for an English paper, the highest for an Indian-language paper was Rs.22/-, (in Gujarati) and the lowest Rs.5/- (in Malayalam).

English-language papers receive a major share of government and private advertising budgets. Much of the remainder goes first to major Indian-language papers in metropolitan cities and next to papers in the State capitals. Only a minor portion is distributed among rural papers.

The greater the advertising revenue, the larger the number of pages and the higher is the sale price of used copies. The price of used copies is now higher than the cost of newsprint. A few privileged papers have a large advertising volume and are so able to devote a larger number of pages to each issue than other papers. The waste paper value of used copies is thus increased. In choosing his paper, a reader will have in mind the important consideration of its wastepaper value factor which accentuates the present unequal competition.

The advertising rate per mille per single column inch of a small Indian-language paper is higher than that of a large circulation paper. Generally, advertising agents charge higher commission and in addition, make late payments to such papers. Recognizing this unequal competition and the consequent slow growth of new papers, the Indian Parliament acted on the recommendation of the Press Commission and adopted the Newspaper (Price and Page) Act 1956. The Act empowers the Government to issue from time to time a price-page schedule fixing a minimum price at which papers of a particular size might be sold. Such a schedule, would, to some extent lessen the dependence of newspapers on advertisement revenue. "In such an event the smaller papers published from .... district towns will be able to build themselves up and to penetrate into the interior. It is on their encouragement that the spread of the reading habit into the interior will depend."(1)

(b) Newsprint

The cost of newsprint is normally higher in rural centres. Owing to shortages of foreign exchange, the import of newsprint is controlled. Under the present scheme, small newspapers are supplied with newsprint by the State Trading Corporation. However, supplies are irregular and costs are rather high. New newspapers find it difficult to obtain an initial supply of good quality newsprint. Newsprint normally represents about 40% of a daily newspaper's production costs.

(c) News Services

Costs of news agency services also fall heavily on a country daily. For a daily with a circulation up to 5,000 and 10,000 copies, the minimum monthly subscription including the rent of the teleprinter is Rs.770/- and Rs.847/- respectively or even higher. The Press Commission had recommended provision of a special summary telegraphic news service at a monthly cost of Rs.200/- for small rural dailies with a circulation up to 5,000 copies and published on 24 standard size pages during a six-day week.

In addition equipment and teleprinter machines are not manufactured in India. Imports of equipment for new rural dailies are difficult to arrange because of foreign exchange shortages.

(d) Capital Expenditure and Finance

A town daily generally covers a radius of 50 to 125 miles with its circulation varying between 3,000 and 12,000 copies. Capital and other initial investment, excluding land and buildings, needed for such a paper vary from Rs.40,000 to Rs.65,000 according to its circulation. With the growth of literacy and public purchasing power, the circulation of some town dailies now exceeds 12,000 copies. Cylinder printing machines cannot cope with increasing demands and flat bed rotary presses cost about Rs.200,000 each, a price beyond the capacity of a district town daily. In addition, imports of machinery are restricted due to foreign exchange shortages. The growth of the press is thus hindered.

A well-managed and well-edited daily generally takes a minimum of three years to make both ends meet. In this process the newspaper almost inevitably incurs heavy losses, at times higher than the amount of fixed and working capital. Publishing thus becomes a hazardous undertaking.

Commercial banks do not normally grant instalment loans and do not accept machinery and other fixed assets as a security for working capital. A newspaper may therefore find it extremely difficult to raise money through normal credit channels. There are specialized institutions which grant instalment loans on easy terms and supply machinery on a hire-purchase basis to small industrial units. However, rural newspaper establishments, though small, are not eligible for such aid.

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(1) Report of the Working Journalists Wage Committee, May 1959, Para. 14.

(e) Education, Training, etc.

There are no facilities for specialized training in journalism or newspaper management and production. Some universities have courses in journalism but these are based more on the liberal arts than technical training. Another difficulty is that few books on journalism, and newspaper management and production are published in regional languages. There is no agency which studies possibilities for new centres and for rural demand for consumer and other goods advertised nationally. Circulations are limited because the language used by newspapers is that of the educated classes.

In most Indian languages, a scientific system of shorthand suitable for verbatim reporting of speeches and proceedings is yet to be developed. This is a great handicap. Some useful work in developing Hindi shorthand speed writing has been done. This should be extended to other languages. Grammalogues and phrases for words frequently used need to be devised.

If some of these handicaps are removed and the hazard lessened, it should be possible to develop dailies in major towns with a population of 50,000 or more, and general interest weeklies in centres with a population of 25,000 and above. Most dailies now published in small cities and major towns were originally started as town weeklies of general interest. It would, therefore, be a safe policy "to start the paper initially as a weekly and when the circulation has been built up to some extent to convert it into a daily".(1)

As is indicated above, the number of general interest weeklies in India is very small. Many of them would hardly meet the standard of a country town weekly in the United States of America. The concept of the district weekly in India should be reoriented. It should concern itself with problems of the district and fairly reflect its life.

If a district town weekly is to succeed commercially its proprietor must run a job printing department. Publishing and job printing require the same kind of labour and equipment. Major sources of job printing have diminished owing to the policy of centralized printing and the weeklies have thus suffered a set-back.

THE MAGAZINE PRESS IN SOUTH EAST ASIA
by Dr. S. Marbangun (Director, Indonesian Press Institute)

Readership

Reading magazines may be considered a somewhat luxurious way of spending one's leisure, if income is low and the price of magazines high. In underdeveloped countries, like most of those in South East Asia, the percentage of illiterates is still very high and living standards are low. If people need reading matter, they must spend their spare funds in the most economical way. This means they must decide between buying a magazine or a daily newspaper.

There is a strong tendency in daily newspapers not to confine themselves solely to the presentation of news. Newspapers all over the world have sections containing human interest stories, comments on events, information concerning the progress and results of research conducted in developing various trades. Thus newspapers compete not only with magazines but even with books as a means of filling one's leisure time.

When it comes to choosing which to buy with one's limited spending money - newspapers, magazines or books - it is not difficult to guess what the choice will be. Newspapers come first, magazines second and books third. This phenomenon is found not only in underdeveloped countries but also in highly developed ones.

A very important problem in South East Asia is the after-care of new literates. This group of the population does not yet have a desire for reading, especially if their only source is the "general interest" magazines now available on the market. The desire for reading has to be cultivated very carefully. Those general interest magazines which are intended solely to amuse, divert or entertain usually have a sensational content, if not worse. Many magazines aimed at satisfying the lower human interests have a spectacular and rapid rise, but usually only a short life. Such magazines are obviously not the most suitable reading material for new literates.

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(1) Report of the Press Commission 1954, Part I, Para. 80 - page 29.

Circulation and Income

The number of magazines per thousand persons, and even per thousand literate persons, is very low in all South East Asian countries, except Japan. The fact that sales are so low even in proportion to literate population indicates that prices of magazines in South East Asia are too high in the light of the low average per capita income.

A statistical analysis shows that the income of the average Japanese would pay for subscriptions to 58 magazines; that of the average Burmese for 4 magazines; that of the average Indonesian, also, for 4; and that of the average Viet-Namese for 15.

The obvious solution would seem to be, of course, to improve the efficiency of the magazine press in order to lower the cost price of magazines. But the situation in South East Asia is quite different from that in highly developed countries. Firstly, the cost of paper and other imported materials is disproportionately high. Secondly, it is doubtful whether an increase in circulation would really stimulate the reading of magazines. The reading habits of a population are determined by social as well as economic factors. Therefore we might suppose that the present situation is a balance between the supply of magazines and the need for them. An increase in circulation would indeed attract a certain number of potential readers who now cannot afford magazines. There is, however, no indication where the saturation point would be reached. The number of potential readers can be classified into two groups: readers who cannot pay present prices and readers who can pay the prices but do not need existing magazines. Therefore it is still an open question whether an increase in circulation would bring results in proportion to the use of additional paper, of which the supply is limited.

We must first ask whether existing magazines really meet existing needs. In this connexion it is necessary to classify the magazines into various categories, of which the most important are general interest magazines and class magazines.

Possibilities of increasing the circulation of class magazines are limited. In underdeveloped countries, class magazines with a high scientific standard would probably not attract a substantial number of readers even if the price were lowered. This kind of magazine is read by highly intellectual groups, who, however, are able to read and understand one or more Western languages. For such groups it is more profitable to subscribe to scientific magazines published in highly developed countries, in order to keep abreast of the progress of science, than to subscribe to national scientific magazines, since science in their own countries is still underdeveloped.

Technical Improvement

The general interest magazines with a greater entertainment content would have a better chance to attract potential readers if prices were lowered. But a large proportion of potential readers with low incomes do hard physical labour and therefore are not disposed to read, since reading is for them another kind of labour and one to which they are not accustomed. Picture magazines with many illustrations and little text would have more attraction for them. Meanwhile, there is another problem closely related to the circulation of newspapers in general, and particularly to that of magazines. The problem of increasing circulation is usually solved by modernizing a printing plant with rotary printing machines. But rotary machines have capacities far above the maximum circulations of several small magazines, so that the purchase of such machines cannot economically be accounted for. Full output can seldom be reached and the machines remain unused part of the time. In most cases, the addition of an outmoded printing machine to the existing plant can be better justified economically.

Modern rotary machines have another implication; they require less manpower. In most of the South East Asian countries the employment of many unskilled workers is still more important than the scientifically rational use of manpower. Consequently, the question might be asked whether the output of existing printing plants in South East Asia should be enlarged in a revolutionary way by substituting rotary presses for the outmoded machines, or in a more evolutionary way by modernizing them gradually.

There is therefore an imperative need for research in each country to determine why people do not or cannot read magazines. The problem is not merely one of creating facilities for reading by improving equipment and supplying more reading materials for the literate population.

PRINTING IN NON-IDEOGRAPHIC ASIAN SCRIPTS

by S. Ramu (former President, All-India Federation of Master Printers)

Use of Scripts

Many countries in the South East Asia region have only recently emerged from colonial rule, which did not offer scope for rapid or widespread advance in education and industry. These countries were mostly agricultural and only a small percentage of the population lived in the few important towns. Those who had education received it in the language of the ruling powers. Most of the population had little opportunity or training to set themselves up as independent businessmen or manufacturers.

The few who had the opportunity for learning and training were not sufficiently equipped to develop the different scripts used in these countries. Most of the scripts had their origin in Dravidian scripts. The chief of them is Tamil, which is used in South India in a developed form. The other Dravidian scripts, emanating from Tamil, became influenced by the Devanagari script which was followed in all other parts of India. The most important developed form of Devanagari is Sanskrit. That is why in the basic script, only Tamil has the basic consonants like ka, cha, ta, tha, pa, whereas in all the other scripts developed from Tamil, like Malayalam, Telugu, Burmese, Sinhalese, etc., there are the aspirates like ka, kha, ga, gha, gna. A recent theory is that even the Roman form now used throughout the Western world, originated from the Brahmi script, which could be said to be the first cousin of the Devanagari script.

In India an attempt is being made to develop Hindi as the national language, while giving scope for the other languages also to develop. The script for Hindi is Devanagari. There are no capitals and lower case (small) letters as in the Roman. But there are hooks on top and bottom for the various aspirates. The total number of characters is much more than in the Roman alphabet. This is the case in all South East Asian scripts.

India, since independence, has had one Five-Year Plan, is going through the second, and is chalking out an ambitious third. The tasks to be done are enormous but urgent. Consequently, there is an economic imbalance. India feels it to be a passing phase and in any case has made tremendous progress within the last ten years of independence. All the other South East Asian countries are eager to improve their percentage of literacy. They want better conditions of living for their people. In their eagerness to advance, at least one country, Indonesia, has adopted the Roman script. Other countries might wish to consider such a move, or, as an alternative, some other convenient script such as Devanagari.

An Underdeveloped Industry

The economic level of the South East Asian countries is low and in many of them the literacy level is no higher than 20 or 40 per cent. There has been no planned development of important industries. Consequently, printing has never developed as an important industry.

The vast majority of printing presses in this area are small and badly housed. They have neither the financial means nor the inclination to improve their equipment. Except in rare cases, no one cares to produce quality work. There has never been an organized apprenticeship system to train workers properly, and there were very few European technicians coming out from the ruling countries from whom they could learn and improve their technique. There was no one to show them how to organize their presses properly and to manage them efficiently.

In all these countries very few understand the importance of proper costing. They are totally ignorant of work study methods. Consequently, the presses in South East Asian countries are not progressing very well. They never produce quality printing nor do they produce it economically.

The types required for all these presses are cast on outdated handcasting machines from matrices struck from hand-cut punches. There is no designing at all, in the proper sense of the word, for the various scripts in different languages. In some cases they try to make matrices by electro-deposition from imported types of foreign languages.

With their meagre resources, the presses could ill afford to have linotypes or monotypes. Except for the government presses, very few have modern composing machines. In Cambodia, Laos, Thailand, Burma, Malaya, and Viet-Nam, composing is done by hand. In Indonesia, which is more fortunate, there are about 300 linos and 300 intertypes, which is hopelessly insufficient.

The printing presses in the vast majority of cases are very old and kept in bad condition. There are more second-hand printing presses, platen and cylinder, bought in South East Asian countries, than any other Western country.

Even in the most advanced of these countries, India, mechanization of binding is unknown. Except for cutting, perforating and wire stitching, binding machinery is not used.

There are very few photo-engraving shops making line, half-tone or colour blocks, and their products are of poor quality. For this reason, most literature is printed without illustrations. The offset process has made little impact in most of these countries, except in India, and there is only one photo-composing machine in India.

As far as newspapers are concerned, there are very few rotaries. Even in India, there cannot be more than ten rotaries of post-war make. There is only one rotogravure plant for this whole area. The various government presses in India probably have all the latest equipment, and those of other South East Asian countries have fairly good equipment. But the products turned out by these machines are not anywhere near accepted standards.

Shortage of Trained Staff

This is due to an acute shortage of technical personnel. Those who are employed in the printing trade are men with very little basic education. They slog for years in the various branches of printing without making any progress. The slightly clever and more aggressive type among them become foremen. Thus there is no chance of improving quality or production.

There is a training scheme in the government press at Djakarta in Indonesia. India has recently started four regional schools in Bombay, Calcutta, Madras and Allahabad, and courses have been worked out both for artisans and supervisors.

The printing industry in these countries is also lacking in qualified managerial cadre and supervisory personnel. With very few exceptions, printing press management here is today in the hands of those who have risen from the ranks. Because they have not had suitable training, they do not have knowledge of modern management methods and production control techniques. The result is management of the press by hunch rather than by careful consideration and planning, based on information and statistics. Hence the printing industry in these countries presents a spectacle of wasteful production methods, involving use of large numbers of poorly qualified personnel in jobs which might perhaps be executed by fewer, if modern methods were applied.

Similarly, suitable costing methods are rarely employed. Costing of jobs is done more by guess and imagination and memory than by application of modern costing principles and statistical data. Therefore there exist a variety of rates from press to press for the same job, even after making allowances for local variations in wage levels and prices of materials. Unhealthy competition is the order of the day.

As a consequence of all these circumstances - lack of adequate machinery and other materials, lack of educated and trained technical workers, absence of trained managerial cadre and supervisory personnel, non-application of proper costing techniques and production methods - there is an acute shortage of printed material. As the educational programmes of the governments expand, turning out educated people by millions every year, the annual demand for publications of all varieties rises correspondingly. But the increase in printed material is not proportionate to the demand; and what comes out of the presses is of poor quality. The main problem in these countries, therefore, is how to increase printed publications, especially illustrated publications, to meet the rising demand; how to improve production methods by employment of modern costing and other production control techniques and thereby reduce the cost of production; how to raise the capacity of the presses; and how to make available trained managerial cadre and supervisory personnel. Apart from this, the problem is also one of training employees in the various printing trades, composing, block making, binding and in such jobs as cutting matrices and punches and designing types. This is most important because the South East Asian countries, with a variety of languages, have to face an acute problem of types. Any scheme for improving and increasing publications in these countries should therefore aim at solving these problems.

PRINTING IN IDEOGRAPHIC ASIAN SCRIPTS

by Tsutomu Mawatari (Executive Director, Graphic Arts Research Association, Japan)

Reduction in Number of Characters

The biggest problem for newspapers using ideographic scripts (Chinese characters) is the huge number of characters needed. The Kan Hsi Tsu Tien, a Chinese dictionary, lists as many as 49,030 different characters. The majority of these characters, however, are already dead today, leaving a much smaller number for daily use, especially in newspapers.

In Japan, the 1,850 characters most frequently used in daily life were selected as the characters to be learned in schools. Ninety-two more characters to be used in personal names were also added to the list of "daily use letters", making their total approximately 2,000. Japanese newspapers are now using the selected characters only. Because of the need of more letters for use in proper names, however, their printing plants usually keep 3,000 to 5,000 different Chinese characters.

Chinese (Formosan) newspapers, as well as those published by Chinese merchants residing abroad, use a larger number of characters than the Japanese newspapers. They generally keep not less than 7,000 characters, of which 1,000 are most frequently used, and 2,000 less frequently, while the remaining 4,000 are used comparatively rarely.

Rapid, Low-Cost Composition

For newspapers, which must report events and happenings as quickly as possible, it is of paramount importance to shorten the time required for production as much as possible. In the production process based on hot-metal type composition, which is now the most common process all over the world, the vital point is how composition can be finished quickly and at a low cost.

If it were possible to apply European or American composing machines to ideographic scripts, the problem facing Japanese and Chinese newspapers would be easily solved. Since, however, at least 2,000 characters are in daily use even in Japan, it is impossible to utilize them directly for Japanese newspaper production. In order to mechanize the old, hand composition, therefore, a special typesetter must be developed.

The most important requirements for newspaper composition with Japanese and Chinese characters are that corrections of misprints may be easily made and that part of the articles in a page form may be freely altered. To meet these, the line (slug) casting system is not rational. The monotype or single-casting system is definitely more advantageous.

Various types of Japanese monotypes are now being manufactured in Japan, and are in practical use or being tested. Therefore, if it were possible for China to reduce the number of characters for daily use to the same level as in Japan, the problem of composition would be solved immediately for that country just as for Japan. If the number of characters cannot be reduced to permit the use of monotype, a new device, such as the "sinotype" now being developed, might be employed.

Composing Machines

The development of the Japanese monotype followed the invention of the Japanese typewriter in 1915. Hand-operated monotypes have been used since 1936, and automatic monotypes have been developed since the war.

Hand-operated machines differ only in matrices and form of their orientation. These machines have 2,000 to 4,000 characters and their average setting speed of Japanese characters is 37 per minute.

Japanese automatic monotypes consist of two units, a keyboard and a caster. On the keyboard an operator perforates a paper tape, and automatic single casting and setting are done by feeding the caster with this tape. In Japanese automatic monotypes, however, for the purpose of teletypesetting by remote control utilizing a telecommunication, a 7/8 inch-wide tape is used, and each character is indicated by a combination of 12 units (6 holes x 2 rows) of perforations on the tape. The mechanical maximum speed of perforation of the keyboard is 350 characters per minute. But when it is operated on manuscript copy, its actual perforating speed is 80 or so per minute.

The caster responds electro-magnetically to the perforated codes of the tape and drives its matrix selection mechanism. In this respect, there is no difference among the various different types of automatic machines. However, they differ in the form of their matrices and their assembled form. Casters have 2,300 characters or so, and their composing speeds are 85 to 120 per minute.

As against these hot type composing machines, the phototypesetter was invented in Japan as early as in 1924. Thus, in the field of filmsetting, Japan was a pioneer. At present, a wide variety of phototypesetters, which are roughly grouped into two types - SK and MC - are now manufactured in Japan. A typical machine has a horizontal glass plate having some 5,500 negative letters. These letters are enlarged or reduced within the size range of 5 to 42 points by some 20 lenses and then exposed on a film or paper.

Advantages and Disadvantages

For news composition, automatic machines play a leading rôle, while hand-operated machines are no more than auxiliary equipment. Machine composition by the use of an automatic monotype has the following advantages over hand composition:

Reduction in the number of workers needed. The hand composition of Japanese and Chinese letters is a two-step process. First, the required types are assembled by a type collector, and then they are composed by a compositor. Therefore, hand composition of Japanese and Chinese characters requires a considerably larger number of workers than, for example, English composition.

If a monotype is used, however, a single worker can take care of the machine. An automatic monotype in particular is so efficient that its use greatly curtails the number of needed factory hands.

Reduction in floor space and type-metal storage. The use of monotypes considerably cuts down the required floor space and the type-metal stock.

Increase in efficiency of composition work and making teletypesetting (TTS) possible. This is the greatest advantage of the automatic monotype. As mentioned above, the automatic monotype not only does composition in one plant, but makes possible the same composition at distant places through the use of a telegraphic circuit, that is, TTS. For example, tape codes are telecommunicated from a plant in Tokyo to a plant in Osaka. At the Osaka plant, the same tape is reproduced by the receiving perforator according to the input signals. By putting the tape on the Chinese character teletype, the perforated codes are transformed into letters, ready for proof reading and editing. A great deal of time is saved by employing this method. On the other hand, the use of monotypes has no fundamental disadvantages.

Present Trends and Future Possibilities

In Japan, as in Europe and North America, research on the application of phototypesetting to newspaper making has been conducted for a long time. This method is now used rather widely for the setting of "go" and "shogi" columns, headlines, tints and advertisements, and produces good results.

Phototypesetting is probably destined to become increasingly important in the possible printing of newspaper by the wrap-around plate or offset lithography. In view of the peculiarities of Japanese letters and their composition, however, the use of filmsetting in production of complete newspapers is considered difficult, although it will be applicable to certain sections, such as feature pages.

The application of offset lithography to newspaper printing had scarcely been studied in Japan. Late in 1959, however, the Asahi newspapers printed their Hokkaido edition by offset printing, attracting the attention of newspaper circles both at home and abroad. The Asahi newspapers combined this offset printing with the new method of radio transmission of the page images from Tokyo to Sapporo, Hokkaido, with facsimile machines.

In this process, a reproduction proof is printed of the page form composed in Tokyo, this proof is put on the cylinder of a Muirhead facsimile transmitter for scanning; the electric signals are then transmitted to Sapporo by microwave. In about 34 minutes, the film negative of the page is obtained in Sapporo. Then the bimetal plate is made. The plates thus made are sent to high-speed web-offset rotaries, each capable of producing 70,000 copies an hour.

The Shizuoka newspapers are conducting research and experiments in colour printing by dry offset, and are already turning out test products.

NEWSPRINT AND PRINTING PAPER IN THE FAR EAST

by the Secretariat of the Food and Agriculture Organization (FAO)

World Supply

Were the question of the supply of newsprint and printing and writing paper to be viewed solely from a world point of view, there would appear to be no immediate problem. While world consumption of paper and paperboard is expected to more than double by 1975, there are indications that industry is ready to meet the additional requirements expected over the next few years.

The problem is, however, not merely that world production should be sufficient to meet overall needs. In fact, the underdeveloped countries, which depend on imports for the whole or part of their supplies, are counted, within the context of the world paper trade, as "needing" only such paper as they can afford to pay in currencies of which they often are short. There is an obvious distinction between a country's ability to purchase from abroad, and what it actually requires. In other words, availability of domestic supplies is one of the factors which can strongly influence the level of consumption in a given country or area.

A fundamental aspect of the problem is therefore the need to increase the production of newsprint and printing and writing paper in areas which thus far have had to rely largely or solely on imports for their supply of these commodities. A number of less developed countries, including several in South East Asia, have drawn up ambitious plans to develop their pulp and paper production. Yet, even if these optimistic plans were to be fully realized, the underdeveloped regions would, during the foreseeable future, continue to depend on imports for a considerable part of their requirements.

The problem of adequate supply of newsprint and printing and writing paper in underdeveloped areas thus presents two basic aspects:

(a) plans to increase production in less advanced regions must be furthered to the fullest possible extent, wherever a sound basis for expansion exists;

(b) there is a need to improve trade and marketing arrangements - both national and international - so that consumption is not artificially restricted by factors such as foreign currency shortages.

Far East Production

Only seven countries in the region produce newsprint: India, Japan, Pakistan, Republic of Korea, Republic of China, Australia and New Zealand. Of these seven, only two - Japan and New Zealand - export on any significant scale. India, Republic of Korea and Australia still depend largely on import. All other countries in the region depend entirely on imports for their newsprint supplies.

Rather more countries in the region are engaged on the production of printing and writing paper. Dependence on overseas supplies is somewhat less marked than is the case for newsprint.

The low prevailing levels of consumption are particularly striking when it is borne in mind that these regions encompass 840 million people (1957), or 30 per cent of the total world population. Thus consumption per head of newsprint, at 1.3 kgs, is but one-eighth of that in Europe and about one-thirtieth of that in North America. But even these figures are misleading, since there are very great disparities in consumption levels within the region. If Australia, New Zealand and Japan are excluded, we find that per capita consumption over the rest of the region is extremely low.

In spite of the great efforts made by countries in the region to develop their indigenous paper production, the region as a whole is still heavily dependent on imports for these essential supplies.

Future Needs

All countries in the region plan to achieve a substantial rise in national product in the coming decades. Population is rising, very rapidly in some parts of the region. There are far-reaching national programmes aimed at the reduction of illiteracy and the raising of educational standards. All these developments will require considerably increased supplies of all categories of paper if ambitions are to be realized; indeed, adequate availability of newsprint and printing and writing paper in particular is an essential condition of economic and cultural progress.

If all present plans for expanding capacity in the region are realized they will go a long way towards meeting the increase in requirements foreseen up to 1965. Even so, the region's deficit, i.e. in the Far East (excluding People's Republic of China and Oceania) in paper and board will rise by about 20 thousand tons and its deficit in paper pulp by about 800 thousand tons. This is on the basis of fairly optimistic assumptions about the rate of fulfilment of present capacity expansion plans and also assuming a fairly conservative rate of growth in requirements. An indication of the magnitude of the task which confronts the region, however, is given by a comparison of the requirements foreseen in 1965 with those for 1975. In the course of the decade 1965 to 1975 the region's needs will grow by about 1.2 million tons for newsprint and by 4.3 million tons of other paper and board, together with, of course, corresponding quantities of paper pulp. These figures represent a challenge to governments, industry and forest services in the region if a serious shortage of these essential commodities is to be averted.

To meet these rising needs the region will have to rely mainly on its own resources. Not only are there serious doubts whether the presently exporting regions of the world will be able to expand the supplies available for export at this rate, but also it is clear that the economies of countries in the region will not be able to finance imports on this tremendous scale.

Raw Materials

The region as a whole is not lacking in potentially pulpable fibre, though supplies of traditional fibre - coniferous pulpwood - are limited and localized. The coniferous resources, though scattered, are by no means negligible, and the Himalayan conifers and the coniferous stands existing in e.g. Indonesia and Cambodia, will undoubtedly in due course come into play, along with Japan's coniferous forests and Oceania's pine plantations, in helping to solve the region's pulp and paper problem. Moreover, there are excellent opportunities of establishing industrial coniferous plantations with a view to solving the longer term problem, since there are many favourable areas where exceedingly high growth rates can be obtained. Already temperate hardwoods are playing an important part, e.g. in Japan, while eucalypts are extensively used in Australia and might, as industrial plantations, have a useful rôle to play elsewhere. So far the region's vast resources of mixed tropical hardwoods have not been mobilized. Though technically the problem of their utilization for pulping can be regarded as solved, some doubts still remain on the economics of such operations. So far no commercial venture based on mixed hardwoods in the region has been undertaken, though Pakistan in 1959 did start to manufacture newsprint and printing and writing paper from gewa wood.

The uneven distribution of forest resources in the region, and the relative lack of forests in the region as a whole (for the Far East has a smaller area of forest per inhabitant than any major region save the Near East) has led to the widespread utilization of non-traditional fibres. No other region makes such extensive use of such a varied range of non-wood fibre: bamboo, rice straw, various reeds and grasses (including Sabai grass), abaca, bagasse, etc. It is clear that, with the particular fibre problems confronting a number of countries in the region, that an expanding industry will, in many instances, have to rely heavily on bamboo, bagasse and rice straw and other agricultural residues.

Technical progress in pulping during recent years has gone a long way towards broadening the raw material basis of the pulp and paper industry, and the years to come will undoubtedly bring new discoveries and open up new possibilities. There are therefore good grounds for believing that the needed expansion of pulp and paper production in the region need not be frustrated by lack of suitable fibrous resources, even though the special situation in certain countries may require ingenuity, resource, and heavy recourse to non-traditional fibres.

Scarcity of conventional raw materials for newsprint manufacture is greater than that for other main categories of paper. In the last two decades much attention has been devoted to the problem of finding raw materials to take the place of spruce groundwood which, e.g. in Scandinavia provides 80-85 per cent of the raw material for newsprint. The development work has proceeded along four lines: (1) the technical problem of producing mechanical pulp from pines has been solved successfully, and pine is used for newsprint manufacture to a large extent especially in the southern States of the United States of America; (2) experiments have been made to produce newsprint of acceptable strength characteristics from temperate broadleaved species by the conventional grinding process, with or without chemical pre-treatment of the logs, and as a result the so-called chemigroundwood process is used on a commercial scale e.g. in the Far East; (3) newsprint pulps have been produced from deciduous woods by non-conventional methods which have less destructive action on fibres than grinder; the best known of these pulps is perhaps the cold-soda pulp which is produced for newsprint manufacture e.g. in Australia; (4) newsprint-type papers have been developed on the basis of low-cost chemical pulps; a mill in Cuba producing newsprint from bagasse pulp has an annual capacity of 30,000 to 40,000 tons.

2. NEWS AGENCIES AND TELECOMMUNICATIONS

NEWS AGENCY PROBLEMS IN SOUTH EAST ASIA

by K.N. Ramanathan (General Manager, Press Trust of India Ltd.)

The problems of news agencies in South East Asia are mainly those of ownership and control, finance, news coverage, transmission and training of personnel.

Ownership and Control

Co-operative news agencies owned by the newspaper industry itself, have come to be regarded as best fulfilling the functions of news agencies; but a number of news agencies in several South East Asian countries are still government-owned and government-controlled. Some are private-owned. In Ceylon, India, Indonesia, Japan, Pakistan and the Philippines, on the other hand, a form of ownership has emerged associating the newspaper industry in varying degrees with the management and control of news agencies. The Press Trust of Ceylon is thus a corporation formed and managed by the leading newspapers of Ceylon. The Press Trust of India is a co-operative non-profit making news trust. Control of the trust may not be acquired by any one interest, group, or section.

The Associated Press of Pakistan is controlled by a board of trustees elected by the subscribing newspapers. The trust provides for the nomination of the chairman of the board of trustees, which is the controlling body of the agency, by the Chief Justice of the Federal Court of Pakistan. This is a provision which may be of interest to other countries. The trust functions as a non-profit making institution. The Kyodo news service in Japan is a non-profit newspaper co-operative, having as its members 74 leading newspapers throughout Japan and the Broadcasting Corporation of Japan.

The most advantageous - advantageous in the largest public interest - ownership and control of national news agencies is vitally important. Better finances, better arrangements for news coverage, improved transmission facilities and improvements in training of personnel are, of course, necessary in the South East Asian region. But ownership and control that ensures the right use of these facilities in the interest of the public is of the greatest importance.

It seems clear, indeed, that generally speaking, co-operative, non-profit making or trust ownership of news agencies has been found to be the most advantageous and satisfactory form of ownership. The Indian Press Commission, (1954), emphasized what it termed a fundamental point, namely, that "news agencies should not be State-owned or State-controlled ...... The fact that the Government is our own does not make the slightest difference to the basic objection to any sort of government control or interference" It also argued that however objective a news agency sets out to be, there are certain drawbacks which arise from a monopoly and which could be obviated only by a competitive service available freely to all users. "We are of the opinion that it is therefore necessary to have more than one news agency functioning in the country. The second news agency can always serve as a check on the first" it said.

In South East Asia, some countries are served entirely by government news agencies. Every encouragement should be given to developments in which the integrity, independence and freedom of news agency services is promoted. One way of securing this is by ownership and control of news agencies by the newspaper industry itself. Since newspapers are of all political persuasions and tastes, control by a representative body of the industry, such as an elected board, provides for the maintenance of the objective character of the work. Full ownership and control for the newspaper industry may not be possible immediately in some areas of South East Asia. But developments that bring about closer association of the newspaper industry with the working of news agencies should be encouraged.

Finance

The financial position of many news agencies in South East Asia is unsatisfactory. They lack resources for development, and have to be content with only routine maintenance of their services.

In many cases it has not been possible either to undertake any expansion or to consolidate even existing services.

The director of the Central News Agency, Republic of China, Mr. H.P. Tseng, refers to this in his replies to the writer's questionnaire. He states: "The shortage of financial resources to develop my news agency is the main handicap that I have encountered. The only possible remedy that I can think of", he adds, "is to follow the example of the Associated Press of America." In the case of the Associated Press of America, to which Mr. Tseng refers, payments by members and subscribers for services received constitute the organization's sole source of revenue. AP is owned and controlled wholly by United States newspapers.

Opposition to any form of special government assistance to a news agency is also shared by Reuters which, in 1948, went publicly on record as being totally opposed in principle to any such assistance; and also to any form of discrimination in the matter of international transmission rates and facilities.

In South East Asia, a system of co-operative sharing of the news agency's expenses on the basis of an assessment is followed by Kyodo. Assessments for Kyodo members are fixed in accordance with a formula based on their circulations and subscription rates. Kyodo, concentrating its services to newspapers, radio and television stations, does not sell its news either to government offices or individual subscribers. (Jiji takes care of the service to governmental and private subscribers.) Exceptions to this rule are the Premier's Office, Foreign Office and Defence Agency which receive Kyodo news for a total rate of less than 20 million yen a year (one-hundredth of the annual budget).

Some South East Asian agencies are making efforts to rationalize their subscription from governments for news services supplied to them. Radio Press, Inc., Tokyo, which derives 30 per cent of its total revenue from government subscription, does indeed state (according to its President Mr. Nakata) that "as far as we are aware, we have not had any criticism from outside because part of our revenue is derived from government sources. We might add that these subscriptions are paid to us in return for services rendered". The Press Trust of Ceylon similarly states that "there has been no criticism" of revenue from government, which "is not appreciable".

In Pakistan also, according to Mr. Malik Tajuddin, Managing Trustee of the Associated Press of Pakistan, "there has been no criticism of government subscription as it is recognized that Government must pay for the news services it receives for broadcast purposes and for keeping itself abreast of current developments. In fact, as a matter of courtesy to Government, the service is supplied to Radio Pakistan and other government subscribers at a concessional rate as compared to the rate of subscription charged from newspapers".

But where there is government revenue, it may be advisable to rationalize it. With regard to revenue from government-controlled radio, for instance, it would be advisable to relate the subscription to the total number of radio licences in force or to a percentage of total revenue from newspapers. Such a system was in force in the United Kingdom until 1941, and in India, until 1956. This would meet any misunderstanding of the position that may otherwise exist.

In a co-operative news agency, it also seems necessary to carry through the principle of co-operation to its logical conclusion by adopting a system of assessment of revenue. As in the case of the Associated Press, all expenses for common purposes should be shared. In the case of Reuters also, the principle of assessment has been adopted. Subscribers to Reuter's services fall into two categories, according to the Unesco publication, News Agencies. "First are the newspapers belonging to the partner organization. These partner organizations provide annual funds for Reuters in proportions agreed among themselves and in turn assess their newspaper subscribers and other bodies which, without being members, buy the whole or part of the Reuter's Service."(1)

The assessment system has the advantage that development needs of the agency are not starved. An estimate of the budgetary requirements is made, plans for development are studied and the necessary resources are budgeted for. Once this has been made, the scheme is no longer at the mercy of possible shortfalls in revenue, because the possibility of shortfalls is avoided. Whatever the controlling authority finalizes as the budgetary requirements of the period are met by assessees.

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(1) News Agencies, p. 52.

Coverage of News

With regard to internal news, not many agencies in South East Asia have access to news gathered by their member newspapers. Of the replies the writer has received from a number of agencies in South East Asia, only Kyodo mentions that it has such facilities. The managing director of Kyodo, Mr. Saburo Matsukata, states that "as to internal news, Kyodo has access to local news gathered by its member papers, in addition to special coverage by its own reporters scattered in its 50 bureaux all over the country".

There does not seem to have been much effort in South East Asia generally to develop the idea of drawing on the news resources of members and subscribers to an agency. The trend has been, on the other hand, for an agency to organize its news services independently and provide subscribers with a basic service, to which each subscriber makes further additions through his own news resources, and according to his requirements. There are some who are content largely with the basic service as put out by the news agency, except in regard to local and district news. A study of the possibilities of drawing on the news reports of subscribers should however be made. This might be undertaken by individual news agencies themselves. The financial administrative and desk-level problems would need to be worked out; the question whether standards of news agency reporting would remain at least as high as at present under such a system would also have to be examined.

With regard to South East Asian news, arrangements are already in force between different news agencies for exchange, and it may be considered whether these should be strengthened. On this point Mr. Saburo Matsukata, (Kyodo) states that while his agency's arrangements for collection of internal news and world news are quite adequate, "there is much to be done in the future for the collection of South East Asian news". He adds: "While Kyodo receives a sizeable amount of South East Asian news from its own correspondents and foreign news agencies, it is hoped that Kyodo should establish direct news channels between Tokyo and each of the capitals of South East Asian countries, either by its own correspondents or by news exchange agreements with national news agencies of these countries". In his view, high telegraphic rates, slow transmission and in some countries, censorship are the main obstacles for Kyodo correspondents in South East Asia.

The ideas outlined in the above paragraph will command the support of many news agency executives in South East Asia. There is a widespread desire among news agencies of the region to strengthen the regional cover of news. They also wish that such news should be covered not through Western-angled eyes, but through the eyes of the nations concerned themselves. The exchange of news services between national news agencies should be further developed. One difficulty in this regard is the high charges for reception by radio of international press dispatches in some countries. Administrations must be induced to take a more reasonable view about charges if the exchange of services is to be fruitful.

There is widespread appreciation of the need for better coverage of South East Asian regional news within the region. Suggestions made for (1) exchange of news reports by agencies, (2) strengthening of representation of national agencies in South East Asian countries, (3) the lowering of cable and radio reception costs and (4) removal of censorship difficulties should be pursued.

With regard to world news, the strengthening of representation by correspondents of national news agencies in the international centres of news is an obvious step. The Press Trust of India is anxious to strengthen its representation and only the cost of such expansion has so far prevented fuller development. Sufficient international news agency material flows into most South East Asian countries, and there is no need to increase this flow. Mr. Malik Tajuddin (Associated Press of Pakistan) states that "coverage of foreign news is adequate, in fact more than adequate, since the newspapers are served by Reuters, AP, UPI and AFP. What is needed is greater coverage from more centres of world news by each national news agency's own trained correspondents. Here lower cable costs should greatly help".

Training of Personnel

The recruitment of news agency personnel is generally carried out in the same way as of newspaper personnel, that is, (1) by direct recruitment and (2) by promotion of qualified staff. There are graduate and diploma courses of journalism in many South East Asian universities and these provide the raw material for personnel. Mr. Malik Tajuddin (Associated Press of Pakistan) states: "We recruit graduates direct from the universities under a system of apprenticeship for practical training. The system is well suited to news agency needs, and the agencies must play their part equally with the newspapers in stimulating the flow of beginners into the profession ..... The Punjab University, the oldest university in Pakistan, has recently introduced a master's degree in journalism to provide for specialized academic training for journalists in Pakistan. This specialized academic training extending over a period of two years, followed by practical apprenticeship for a period of one year in a news agency or a newspaper, is an ideal arrangement for the training of journalists and we offer these facilities to the countries of South East Asia."

Proposals for the exchange of young journalists between countries of South East Asia have been generally welcomed on the ground that it would be profitable both for the training of news agency staff and for promoting better understanding among peoples of the region. Such exchanges should be made through fellowships, in the view of Mr. Matsukata (Kyodo). Mr. Malik Tajuddin (Associated Press of Pakistan) states: "We favour exchanges of journalists between Pakistan and other countries of South East Asia with whose people we have close cultural ties, on the condition that the journalists concerned already have a fair amount of practical training in their own countries and are fairly senior men."

Mr. H. Tseng (Central News Agency) also agrees with the proposal of exchange of journalists for a period of one year or more between countries of the region and between South East Asia and Europe and America.

There is a general feeling that, to provide practical experience in modern methods of news agency operation, fellowships tenable in the United States of America, Britain and Japan would be valuable. The President of the All-India Newspaper Editors Conference, Mr. Durga Das, has expressed the view that the South East Asian journalist is naturally keen to understand the problems of the region, and for this the exchange of fellowships between South East Asian countries would be valuable. Fellowships tenable in India and Japan would also be valuable for securing better experience of news agency work. From this viewpoint, fellowships available in Western countries would also be of definite advantage.

THE EXCHANGE OF NEWS WITHIN SOUTH EAST ASIA

by Mohammed Basri (Chief, International Department, Antara News Agency, Indonesia)

Demand for Asian News

During the past 50 years, the press in the countries of South East Asia has benefited greatly from services of the world news agencies, which collect and distribute news from all countries. Before World War II, national news agencies were established in some South East Asian countries, either to collect or distribute news about events within their territories or to serve as distributors of international news supplied by world agencies such as Reuters, Associated Press, United Press, Tass and Havas (succeeded in 1944 by Agence-France-Presse).

Improvements in telecommunications during the past 50 years have done much to ensure the rapid and regular supply of political, social, economic and other information from all parts of the world to countries of the region.

The emergence of newly independent States in South East Asia since the war has given rise to a more and more acutely felt need for information about what happens elsewhere, especially within other countries of South East Asia itself.

The world news agencies have seen their task become heavier, but in accordance with good business principles, they have accepted this new challenge as a welcome opportunity for development.

Nevertheless, they failed until quite recently to offer sufficient coverage to satisfy the new Asian States.

In answer to persistent demands of the expanding press in this region the world agencies have revised their news supply policy. In particular, they have sought to meet new requirements for more news about Asia in general. Despite their efforts, a greater inflow of news into Asia and a greater exchange of news among Asian countries are urgently needed.

National Agencies

The conclusion of World War II put the newly independent States in a better position to establish and develop their own organizations for collecting and distributing news. If, previously, their positions were weak, either for political or commercial reasons, their new status has given them a greater incentive to develop and improve their national news agencies.

Some of these countries started from scratch; some had the benefit of pre-war experience; but all of them now see their respective rôles growing in importance, both in development of the press itself and in the improvement of international understanding. However, some countries of the region have not yet established their own news-pooling organizations. There are various reasons for this; lack of initiative, lack of commercial justification, lack of encouragement and even lack of nourishment.

It is also true that even if some countries do have national news agencies, they have not all made a real effort to broaden the scope of their activities beyond their national boundaries. International reportage therefore remains in the hands of the world agencies, which have made increased efforts to satisfy these countries by sending more news into the region, and dispatching more news from the region to other parts of the world. Previously, these non-Asian world agencies laid emphasis chiefly on what happened in the West.

Nevertheless, the flow of information into the region and among the various countries of the region remains inadequate. It is felt that the world agencies still fail to give the gist of Asian developments in their reporting of events. This has unfortunately sometimes created misunderstanding among the nations concerned in regard not only to political but also to economic and social questions.

In addition, political considerations in various South East Asian countries have sometimes severely hindered effective news exchanges. The cold war has also had its impact on news coverage so that in many cases dispatches sent out have failed to create better understanding among the peoples concerned.

It is in this light that the rôle of the various national news agencies of South East Asia should be seen. Simply speaking, these national organizations might be considered more competent to report the view or analyse the events within their respective countries than "outside" agencies. While there is no desire to discriminate against the established world agencies or to disparage them in any way, it is generally felt that the rôle of the national agencies is equally important and, perhaps, complementary.

Widening News Distribution

Some Asian news agencies have made progress not only in distributing news for domestic consumption but also in dispatching it for use beyond their countries.

The Press Trust of India, Kyodo (Japan) and Antara (Indonesia) are, to this writer's knowledge, the only national agencies in the region which maintain foreign news services, fed from their own sources and through their own means of communication. Without violating the criteria of objectivity, they give their own version of what happens and of the background of events, and also review conditions in their countries.

These agencies work closely with the world agencies in the distribution of world and Asian news. They have also made arrangements or concluded agreements for the exchange of news among themselves or with agencies outside their immediate region such as Tass, Hsin-Hua (People's Republic of China), DPA (Federal Republic of Germany) and Tanjug (Yugoslavia).

The exchange of news in South East Asia is effected by the following means: (a) morse transmissions, widely used in and between Asian countries; (b) radio-teletype or the Hellschreiber system (by the world news agencies to the national agencies, which act as distributors); (c) mailed dispatches.

National news agencies in the region which maintain morse transmission services include Kyodo (Japan), Press Trust of India, Antara, Viet-Nam News Agency (People's Republic of Viet-Nam), Viet-Nam Presse (Republic of Viet-Nam) and Hsin-Hua. In other countries in the region the national agencies have not developed sufficiently to warrant their maintaining their own international service.

Facilities and Costs

For those agencies which maintain foreign news services and have arranged exchange agreements with one another, the limited time (transmission hours) and equipment available, as well as the financial difficulties involved in any scheme of expansion, have so far made it impossible to effect an adequate exchange of news. The transmission of between 1,000 and 2,000 words a day does not seem sufficient to convey complete and satisfactory information about events and their background. The cost of using transmitters is low in some South East Asian countries and high in others. However, the various agencies have their own reasons for deciding whether an increase of wordage is commercially justifiable.

It appears that, for the time being, the only certain means of cutting costs is through expansion of airmail or news-letter services. Even for agencies which have not yet set up foreign services, the exchange of airmail dispatches is quite feasible. It is also a fact that lack of experienced editorial staff is a hindrance in some countries in this region.

Another limiting factor in the exchange of news is, in many cases, a deficiency in the choice of news or in its presentation. News sent out frequently does not meet needs of the newspapers in the receiving countries. Many items included in news transmissions by the various national agencies prove to be of little use for publication. Techniques of presentation are sometimes poor; the news transmitted to other countries may be too localized; or the shortage of newsprint in many countries may limit possibilities of publication. However, articles sent by airmail, if suitably presented, may find space in feature sections of newspapers or in magazines.

The exchange or sale of press photographs between South East Asian agencies has not been widely developed. The present photo services, established by the world agencies, are not very satisfactory as far as happenings in the region are concerned. National agencies in South East Asia should seek an improvement in photo service. A major difficulty, however, is the high costs of transmission due largely to unstable economic situations in some countries in the region.

THE FLOW OF NEWS OUT OF SOUTH EAST ASIA

by Saburo Matsukata (Managing Director, Kyodo News Service, Japan)

Obstacles to Wider Coverage

The limited facilities of domestic news agencies and newspapers, an inevitable limitation in news handling by world news agencies and an unsatisfactory telecommunication system in the region are the main obstacles to an extended coverage of South East Asian news.

Although there are a few Asian news agencies or newspapers which have correspondents of their own abroad, the reporting of news from neighbouring countries generally is carried out by the world agencies such as Agence-France-Presse, the Associated Press, United Press International and Reuters. At present, the number of Asian agencies or papers capable of engaging in any international activities is quite restricted. Kyodo and Jiji of Japan, the Press Trust of India, and some Japanese newspapers may be counted in this category. But these agencies and papers, while recognizing that their activity contributes to an enlarged Asian news coverage, suffer from many shortcomings. The main obstacles they encounter are:

(a) to distribute services and transmit outgoing news, agencies require special facilities which they must either provide for themselves or lease from the local communications authorities. This involves problems of high cost, inefficient handling and official limitations to free news reporting at a convenient time;

(b) agencies are hindered from carrying more foreign news because of the economic position of their member newspapers. In most Asian countries, the number of pages per edition is small, and there is usually little space for foreign news. Newspapers find they cannot afford to pay any considerable amount to enable agencies to extend their Asian news coverage;

(c) most Asian news agencies or newspapers have only a limited domestic transmission structure to member papers. Because of lack of news transmission lines, scarcity of operators and other local factors, agencies usually find it difficult to send out more foreign news ahead of domestic news to domestic clients.

Rôle of World Agencies

The world agencies are by far the most important sources of Asian news for the Asian press and the world press. These agencies have their own correspondents or "stringers" in almost all Asian centres. Besides, they have special agreements or contracts with local Asian news agencies or papers to collect news. In the latter case, re-writing or re-editing is necessary, apart from translation from local languages into English or French or Japanese. These operations naturally limit the volume of news that can be handled by the world agencies.

The world agencies cater primarily to the needs of clients in the country in which they are based or in countries having a special interest in Asian developments. Thus their news-reporting is naturally governed more or less by these clients' requests. As a consequence, purely local news or news which although important has no international character, is excluded from outgoing news transmissions by the world agencies.

In most Asian countries, it is usually difficult for the world agencies to secure reliable local commentators who can give an authentic analysis and local meaning to any important news developments, so that such news, when transmitted abroad, will be able to attract attention to the same degree as other international news. Although the world agencies practically never miss any news development, it may be pointed out that in their reporting from Asia they often overlook, at the first stage, the background or perspective of news and the possible continuity of developments. Such shortcomings are not to be found in their treatment of news from say Europe.

Communications and Charges

The unsatisfactory telecommunication system in the region is the final obstacle in news-gathering and news transmission. Technical bottlenecks or restrictive regulations hinder news carriage in volume throughout Asia. Certain world agencies cite the following problems:

(a) it is often difficult to send out news in volume - say, 10,000 or 20,000 words - at regular times. To make transmission efficient, agencies appear to have no choice but to set up their own communication system in the region. Existing facilities could be leased for the purpose;

(b) although the radio-teletype is coming into such general use in Asia that Morse has lost much of its value, there are still countries where the smaller papers may be able to pick up Morsecasts without any local authorization, as they are unable to do with teletype, which requires special authorization. Thus the world agencies mostly employ two different communication systems - Morse and teletype. This places another burden on them.

The problem of press communication rates is the biggest obstacle limiting the free flow of news between Asian countries. Although press rates all over the world are often established on the basis of many contradictory considerations, the rates between two Asian points differ notably according to the direction in which a cable is moved. Such conspicuous disparities are attributable to the disparate exchange rates at which gold francs, used as a basis for determining the international telegraph rates, are converted into national currencies.

Transmission Services

The bulk of all Asian news is handled by the world news agencies. There are a few Asian agencies which have the capacity to carry out more extensive transmission of news abroad, such as Kyodo and Jiji of Japan and PTI of India. Kyodo and Jiji operate 14 to 18 hours of news transmission abroad daily. English is used by all three agencies in their broadcasts, and the two Japanese agencies also use Japanese. News is mostly sent in Morse, because clients in Asian countries prefer Morse to radio teletype. It is doubtful, however, whether these news transmissions are received regularly at any Asian centre, since news transmitted by the world agencies is supplied more efficiently and economically to local clients. With the exception of Japan and India, there are not many countries where a national agency operates an outgoing news service. Antara of Indonesia conducts one hour of Morse transmission daily and the Viet-Nam Presse Agency operates two hours of transmission. News carried by these two agencies is mostly local, and it is difficult to make full use of it in neighbouring countries.

The Kyodo News Service of Japan, recognizing the particular importance of Asian news, is making a special effort to increase its publication; but, so far, the Asian news which Kyodo has effectively used is almost exclusively the news provided by world agencies. The number of Asian news items dispatched from Asian points and published by Kyodo increased from 166 in June 1958 to 248 in September 1958 and 421 in September 1959. As Kyodo usually publishes about 2,400 items of foreign news a month, the September 1959 figure represents some 17.5% of the total as compared with some 6.9% in June 1958 and some 10.3% in September 1958. All such Asian news, however, originated in the reporting of world agencies - AP, UPI, Reuter.

The world agencies operate newscasts from various points in Asia. AP operates from Taipeh and Hong Kong, UPI from Hong Kong, Singapore, and Taipeh, Reuters from Singapore. These newscasts are mostly by Morse (except AP's from Taipeh) and for limited hours.

Direct news from Asian countries, partly by limited newscasts and partly by written news bulletins, is utilized by Kyodo for writing news commentaries or feature stories, but not for regular news reporting. Only in a few cases - such as, for example, the reporting of a monetary reform in an Asian country - could Kyodo use detailed local reports in addition to initial news reporting by world agencies.

Need for Wider Exchange

Inadequate coverage of South East Asian news in the countries outside the region is an old story. The Asian Conferences of the International Press Institute, held in Tokyo, 1956, and in Ceylon, in 1957, discussed this problem, but so far little has been done to improve the situation. The reasons for this have already been mentioned, but the following points seem worthy of note:

(a) The necessity to establish a news exchange system between the national news agencies. Some of these already have news exchange contracts with other Asian news agencies, but this is not yet a universally accepted usage. To promote and facilitate news exchange, it is always advisable to work on a free exchange basis, rather than to try to sell news directly to newspapers abroad. The basis of the free flow of news between countries is free news exchange between the national news agencies, because these agencies have the best facilities for disseminating news to the papers in their respective countries.

(b) The question of freedom of reporting. Restrictions or censorship in various countries are another obstacle to the free flow of news. Political antagonisms inside a country often bring on measures to restrict news. Similar measures may be taken in the interests of national safety. But, in principle, to promote better understanding, it is best not to restrict news, whether it is favourable or unfavourable to an existing régime. Japan has had varied experiences during the past 25 years, and there are at present practically no restrictions on news, outgoing or incoming. The writer considers that this complete freedom in news handling, whether the news is handled by a national or foreign organization, has contributed more than anything else to making the situation in Japan understandable to those outside the country.

(c) Western as against Asian news. There is a difference in the degree of interest aroused between Asian and other - say, European or American - news. Newspapers are always influenced by the interest of their readers. If readers are attracted more by European news and less by Asian news, then Asian news cannot anticipate adequate coverage in the newspapers. Moreover, it is a fact that there are important news sources outside Asia and that news from these sources is naturally more interesting than Asian news to readers outside Asia. Furthermore, such news very often has a considerable bearing on the Asian situation and therefore arouses more interest even among Asian readers than news of Asian origin. In discussing publication of Asian news in Asian newspapers or those outside Asia, we cannot neglect this factor.

(d) Lack of basic knowledge of Asian countries. Without certain basic knowledge, it is difficult to understand or appreciate news. The world at large, not excluding Asian countries, is generally better fed with news from Europe or America than from Asia and is not sufficiently accustomed to Asian news or prepared to interpret it. The taste for Asian news is not well cultivated. If this assumption is accepted, we should consider ways and means to develop and cultivate non-Asian public interest, especially that of editors for Asian news. To overwhelm them with routine day-to-day news does not seem to be the best remedy. To feed them not only with daily news by cable and radio, but also with news stories accompanied by background interpretation - for instance, the weekly airmailed newsletter mailed by air - would surely be more successful in enhancing their interest in Asian news.

USE OF TELECOMMUNICATIONS BY THE MASS MEDIA IN SOUTH EAST ASIA

by H.N. Shrivastava (Ministry of Transport and Communications, Government of India)

Present Facilities

To ensure a rapid flow of news from different parts of the world, a wide variety of telecommunication equipment is used. International networks consist of point-to-point radio circuits, submarine cable circuits, open wire land lines, very high frequency (VHF) and microwave radio relay links, or combinations of these systems. Submarine cable circuits were until recently used only for telegraphy, but it has now become possible to use submarine cables for telephony as well.

In the South East Asian countries, inland trunk networks are poorly developed. In all of these countries, many organizations utilize telecommunications, the principal one being that which operates the public telephone and telegraph system, e.g. the telegraph and telephone department. Civil aviation extensively uses telecommunication to control air traffic. Railway and broadcasting organizations also require telecommunication channels. In addition, defence departments use extensive networks within the region. But these various organizations, using parallel networks in each country, do not co-ordinate the provisioning of telecommunication channels. Co-ordination is usual only in the allocation of radio frequencies. In each country, all channel requirements should be combined, and the total number of channels assured by a network of coaxial cable or radio relay links. If this is done, it will be possible not only to meet increasing demands for channels by various organizations, but also to provide means of transmitting television programmes over great distances at economic rates.

International news is collected and distributed by the five world news agencies: Agence-France-Presse (France); Associated Press (U.S.A.); Reuters Limited (British Commonwealth); Tass (USSR); and United Press International (U.S.A.). In addition, there are some 75 national news agencies which collect world news and distribute it in their own countries. They also collect news in their countries and transmit it to the world agencies. In South East Asia there are some 25 national agencies, located in 13 countries.

For the exchange of news from different areas, the world's international and national telecommunication networks are extensively used. Networks should have a sufficient number of outlets to deal effectively with the volume of traffic from press and other public sources. The size of networks is determined by the volume of rush-hour traffic, and the delay which can be tolerated for transmission of accumulated traffic. Press traffic must, at present, take its turn with the transmission of other messages in the public telegraph circuits.

Some Asian news agencies monitor State-operated or controlled short wave broadcasts such as B.B.C., Voice of America, Radio Moscow, All-India Radio, etc., and distribute news and commentaries to newspapers and news agencies by teleprinter or mimeographed sheets. There is great demand for telephoto services, but their use is limited owing to high cost.

Inter-Connexion Plan for South East Asia

Most of the international circuits in South East Asia are by radio. The International Telecommunication Union (ITU) has been working for some years to establish a network of international high speed metallic circuits and VHF radio relay links. Plans for Europe and the Mediterranean basin were completed by 1954. The plan for a similar network for the Middle East and South Asia was finalized in 1953, at Lahore, and in 1954, at Geneva. In 1959 the ITU planning committee met at Tokyo, and completed the plan for the remaining countries of Asia and the Far East. Many of the recommendations made in 1954 have already been implemented. The proposals made at Tokyo in May 1959 for laying submarine telephone cables are costly, and beset with many technical problems awaiting solution. These proposals may be implemented in about ten years.

Traffic East of India

Adequate data on the volume of traffic for countries lying east of India and Pakistan are not available. The available figures for telephone traffic indicate that one or two direct telephone circuits between any two countries in Asia will suffice, with a few exceptions. Existing circuits between countries in the region are sufficient to cope with the present public telegraph traffic. There is a growing demand for telex and leased circuits from the International Air Transport Association and the World Meteorological Organization as well as press and other private agencies.

Existing direct radio circuits will not be adequate to meet the requirements of telex and leased circuits unless telecommunication links are expanded in this area. Telecommunication experts of South East Asia consider that administrations should provide a sufficient number of regional circuits in this area before the volume of traffic increases, rather than wait for the traffic to justify the number of circuits. It has been suggested that early action be taken to provide 12 international telephone circuits, which will also take care of telegraph traffic through use of the voice frequency telegraph system.

The radio spectrum is already very crowded and the allocation of more high frequencies is not possible because many HF circuits do not work well during the period of the minimum sun-spot cycle. It is proposed that the demand for more circuits be met by the use of submarine telephone cable or radio relay links. Establishment of these links might take 5 to 10 years. It is expected that, by 1970, submarine telephone cables and radio relay links will carry a major portion of telegraph and telephone traffic from Asia and the Far East to all parts of the world.

Proposals for Submarine Telephone Cables

The British Commonwealth Trade and Economic Conference of 1958 agreed in principle with the Commonwealth Telecommunication Board's proposal to link all Commonwealth countries by laying a submarine telephone cable around the world. The cable will run from England via Canada to New Zealand and Australia, across the Pacific Ocean, and from Australia to Penang and Colombo. From Colombo, the cable will run across the Indian Ocean to Bombay and Karachi. There will be a junction in mid-ocean, with one branch running to Bombay, another to Karachi and a third to East, South and West Africa. From West Africa, the cable will run via Gibraltar to the United Kingdom.

Japan announced its intention, at the ITU planning meeting at Tokyo in 1959, to lay a submarine telephone cable from Tokyo to Taipeh, Hong Kong, Manila, Saigon, Bangkok, Singapore and Djakarta. A cable from Tokyo will also be laid to Honolulu, and the existing facilities will be utilized to pass telephone and telegraph traffic between Japan and the United States of America.

India announced a proposal, at the same ITU meeting, to lay a submarine telephone cable between Calcutta and Rangoon.

Effect of Network Plans

The provision of telecommunication links between neighbouring countries will help to break down barriers in industrial, social and cultural fields. The network plans, completed with the help of the ITU, will provide a sufficient number of circuits in the South East Asian region. These circuits, when connected to the networks of the Middle East and European regions, will assure adequate flexibility for the flow of information between these countries. It is anticipated that many frequencies in the HF bands will be released by the diversion of traffic to cables. Use of the cables will have many advantages. Press messages will not be mutilated by magnetic storms and other effects of sun-spot cycles in long-distance communications. There will be greater scope for photo transmission with better definition and at lower rates. It is hoped that the Government of India will extend the proposed cable between Calcutta and Rangoon as far as Singapore, where the cable from Japan to South East Asian countries will end.

These cables, when completed, could provide facilities of great value to the Asian press. None of the present world news agencies are of Asian origin. An Asian world news agency may develop when governments of Asian countries co-operatively provide telecommunication facilities which would enable a sufficient volume of Asian news to flow across national frontiers to world news centres expeditiously.

National Networks

National telecommunication networks of South East Asia have special problems. At present there are not enough trunk circuits to permit large-scale operator dialling from one exchange to another in any country of this region, except Japan. In Malaya, the number of trunk circuits will increase considerably when the micro-wave system makes possible the provision of operator dialling facilities throughout the Federation.

The number of telephone connexions per 100 inhabitants in South East Asia is the lowest in the world, and governments should take urgent action to increase the number of telephones so that the total number in any one country is doubled every five years. It will not be sufficient to install telephones in cities alone. The programme of expansion, in addition to increasing the number of telephones in cities, should include opening of telephone exchanges or call offices in rural areas, so that there will be at least one telephone within a radius of every 10 miles in all Asian countries by 1965.

Although governments have been active in increasing the number of telephones and improving telephone service, the telegraph service has been somewhat neglected. The equipment and fittings in telegraph offices in most of the Asian countries are old and ineffective, and methods of transmitting and receiving telegrams need to be modernized. Large offices should have automatic tape transmission type equipment and the number of exchange offices should be reduced to a minimum to reduce delays. Operations by Morse should be replaced by teleprinter services except where telegraph traffic is very low. The delivery of telegrams also needs to be expedited.

In addition, urgent action should be taken to speed up the telegraph service, which is now often beaten by the airmail. The telegraph service is generally a State monopoly. There is too much delay in making improvements because of budgeting procedure and other departmental formalities.

Telegraph Rates

Questions concerning tariffs and charging of telegrams are governed by the Telegraph Regulations of the ITU. Charges and certain service rules are governed either by the European system or by the extra-European system. Tariffs are based on wordage, the rate per word consisting of: (a) the terminal rate per word of the countries of origin and destination; (b) the transit rate of intermediate administrations and private operating agencies; (c) the necessary transit rate of each of the two stations performing radio transmission.

Special arrangements are made by groups of administrations or operating agencies for reduced rates between certain countries or routes. For example, there is the penny-a-word rate for press messages within the British Commonwealth and preferential rates between members of the French Community.

The same rates are charged for dispatches sent by point-to-point radio transmission, even when no intermediate handling is involved, as for those sent by line communications passing through one or more transit offices and therefore requiring that extra transit fees be paid to intermediate stations. These and other factors have resulted in many anomalies in rates for public and press telegrams. For example, it is cheaper to send a telegram from Saigon to Paris than from Saigon to Manila. Charges also vary for messages sent in reverse directions.

Many news agencies consider that high telegraph rates constitute a barrier to news transmission to various parts of the world, including South East Asia. In countries where newscasts are conducted there are often restrictions against direct receptions by the users; reception is consequently handled by external communication agencies with a resultant increase in costs. The establishment of lower and more uniform rates is important to news agencies and newspaper publishers. Various telecommunication administrations and private operating agencies maintain, however, that present rates are sufficiently low and that any further reduction would cause losses in the telegraph services. The problem has become extremely complicated but it is gratifying to note that Unesco, in co-operation with the ITU, is trying to secure more concessions for the press, so that there may be a freer flow of information between countries.

3. RADIO BROADCASTING, FILM AND TELEVISION

RADIO PROGRAMMING AND PROGRAMME EXCHANGE IN SOUTH EAST ASIA

by J.C. Mathur (Director-General, All India Radio)

With the possible exception of Japan, conditions in Asian countries are somewhat similar and it is therefore possible to consider the problems of radio programming in these countries jointly. Politically, most of them have become independent in the post-war period. Economically, they may be called underdeveloped. Socially, they are multiracial in character and to a certain extent lack national and cultural cohesion. The multiplicity of languages creates its own problems. Culturally these countries occupy a very different position from other underdeveloped countries. Though they find themselves lacking in contemporary standards of art and culture, they have inherited an ancient civilization and their position may therefore not be equated with that of primitive peoples struggling for the first time for self-expression in modern ways.

Nation-wide Coverage

Physical conditions of geography in the region vary greatly and each country is faced with peculiar technical problems. In India, for example, the problem is one of vast areas, with cities hundreds of miles apart. To organize an effective medium-wave service reaching the farthest corners of the sub-continent is the task facing Indian broadcasting. An archipelago like Indonesia presents technical problems of a different kind and peninsular countries covered with plantations and forests have yet another set of problems. Although radio is called a means of mass communication, in most South East Asian countries there is as yet no established communication with the actual masses. Urban centres and surrounding rural districts are served by radio to a greater or lesser degree. But an intense, sustained service for the whole national area has not yet been achieved.

Consequently, the first problem is one of technical facilities. This problem does affect radio programming, and in two ways. Firstly, techniques of production acceptable for medium-wave broadcasting are not always suitable for transmission on short waves. Secondly, the necessity to assure marked differences in the character and composition of programmes intended respectively for urban and rural listeners involves an abnormal quantity of broadcasting in these countries.

With the exception again of Japan, most South East Asian countries are mainly rural, with most of the population living in small, scattered villages and townships which have few modern amenities. Radio in these countries mainly serves urban populations. Sooner or later, the needs of the large, potential rural audience in each country must be considered. The size of the urban and rural audiences is not the only consideration, though even statistics provide an interesting paradox. While the urban intelligentsia may be a minority of the total population of a country, they do form the majority of licence-holders. This minority also represents a considerable number of influential, highly articulate citizens. The average rural audience, on the other hand, is vast but in the main illiterate. Since radio can most effectively overcome this handicap it can play a particularly important part in bringing to these remote and scattered communities news, information, instruction and entertainment from the outside world.

Rural Programmes

The predominently rural use of broadcasting would influence programming in its own way. Firstly, the audience would be listening to programmes on specially provided battery-operated community sets, as distinct from the individual family receiver. Programmes for a rural audience would, therefore, have to be addressed to a community and not to individuals as most programmes are at present. Secondly, because of technical limitations, rural audiences cannot be served with day-long programmes. Quite apart from technical limitations, the way of life of rural agriculturists would make such programmes clearly wasteful, since these people do not have the same amount of leisure time for listening as urban audiences. The day's work starts very early in the villages and goes right on till dusk. And the whole family is out working in the fields. Consequently, the need of village communities is for composite programmes of limited duration broadcast at time convenient to them. These composite programmes should include news, presented with explanations and plenty of background information, and other items of special interest to rural listeners. Music and entertainment should be of the kind to which they are accustomed and can easily understand and appreciate.

Lack of communications keep this huge rural audience somewhat cut off from radio stations in urban areas. But an effort should be made to maintain contact with this audience so as to assure that programmes are suited to their needs and therefore useful to them. With this end in view, even highly advanced countries like Canada have introduced radio farm forums, which provide for participatory co-operation between the broadcasting stations and rural listeners. In 1956, All India Radio, in collaboration with Unesco, carried out a radio farm forum project in Bombay State. This scheme consisted of two parts: the setting up in a limited number of villages listening-cum-discussion-cum-action groups of villagers under the leadership of one group, and the broadcasting of a series of special programmes directed to these audiences. Listener discussions were arranged before and after the broadcast and comments on the programme were later conveyed to the radio station. These comments were further dealt with in subsequent broadcasts. The experiment which was eminently successful, showed that organized listening in this manner not only made it more useful to the audience concerned but also helped to increase its social education content. Similar farm forums are now being established in all parts of India. This is a line of development which could be intensively pursued in other South East Asian countries.

Almost all of the countries are industrially underdeveloped. Consequently, they must import nearly all of their technical equipment from abroad. Largely because of the lack of foreign exchange, they are unable to obtain much of the equipment they need. In countries where distances are great and other telecommunication facilities are limited, the development of radio has been severely handicapped. Coverage has not been comprehensive or satisfactory. The lack of receiving sets creates further difficulties.

Facilities for Reception

Mention has already been made of the need to provide rural communities not only with suitable programmes but the means to listen to them. Rural community receiving sets should, theoretically speaking, be obtained by the communities concerned. Owing, however, to the economic incapacity of these communities and to their not recognizing the importance of radio as a medium of communication and education, most community receivers have had to be provided by the government or some other public body. Even a subsidy for sets, as was tried in Madras and other States of India, has not met with the degree of success necessary. Consequently, a large number of sets, often of a special type suitable for community listening and invariably battery-operated, must be obtained by the government and supplied to the villages. In addition, it has been found necessary to run a servicing department to maintain them.

A similar problem affects the poorer sections of urban populations. Here the community is not as closely knit as in a village; individual facilities are scattered throughout the city, or in slum areas and tenements. Owing to these reasons and also because urban behaviour patterns are different, it has proved difficult in the cities to organize purposeful listening on the lines of rural community listening centres. In cities the need is rather to provide individual facilities. As even the cheapest sets may be beyond the capacity of the poorer urban listeners, a scheme of wired broadcasting, on a small monthly subscription basis, is being tried in Delhi, India. The object is to make available in each home a receiver to which two (or perhaps three) alternative programmes can be fed by wire. Items for these rediffusion services can be selected from all the programme channels of each local station. This form of broadcasting might be developed in other South East Asian countries and so help radio to become truly a means of mass communication in the region.

The multiracial and multilingual societies of South East Asian countries raise special problems in the planning of programmes. Programmes must be in various languages and dialects, thereby increasing duplication and expense. In addition, the demand in all the languages is not equal, although the various linguistic groups are often unaware of this fundamental difference.

Certain other features concerning the general cultural climate in these countries may be mentioned. The decay or neglect of the theatre in the region has crippled one of the most important means of social education and cultural cohesion. Exposure to foreign influences through films, at a time when the vitality and patronage of indigenous art forms are on the decrease, has led to the enervation of national cultures. An increasing rift has developed between the literary, written language of the educated classes from whom the majority of broadcasters are drawn, and the spoken language of the people at large. In most of these countries, music and the other fine arts have assumed, through the past two or three centuries, a feudal or mediaeval character, which has rendered them more and more esoteric, far removed from the uninitiated masses. Today broadcasting, with its overall reach, is making democratic demands on the arts and new classical standards need to be developed.

Variety of Audiences

Ultimately, radio programmes do belong to the field of art. Here again, innumerable problems face broadcasting organizations in South East Asia. In contrast to most Western countries, Asian countries do not need merely two or three separate channels catering for different tastes, but separate services basically different in character and complexion, addressed to distinct listening groups.

The variety and number of these groups are really staggering. Modernization has not been rapid enough to enable uniform standards and tastes to develop. For example, some sections of the listening public represent survivals of an old aristocracy; some are found in the new urban middle and lower middle classes; some are school and university educated groups influenced by Hollywood; others are housewives still clinging to their traditional habits; others, again, represent the rural masses and tribal peoples with their varying traditions. Such is the bewildering variety of our clientele, all to be served and satisfied by the same radio system which is often technically ill-equipped and inadequate, and which suffers from a chronic shortage of trained personnel and technical facilities.

And so we have a paradoxical situation. One service must be addressed to a minority of the population, which actually consists of the majority of licence-holders. Another service, or may be set of services must be devoted to the majority, who have to be provided not only with programmes but with facilities to listen to them. The requirements of the first service are the same as in other countries and we are not concerned with them here. The requirements of the second service are the real problem. Here we have an intelligent but illiterate audience, accustomed to certain traditional art forms. These art forms must be adapted not only to the medium of broadcasting but also to contemporary requirements. Here is a field in which the creative artist can make a vital contribution.

The organizational aspect of broadcasting must also be considered. In most South East Asian countries, broadcasting has been organized by governments. Recently, however, commercial broadcasting has been trying to gain a foothold in the region. The advantages and disadvantages of commercial radio are well known. We need mention here only one important aspect peculiar to the region. With a well-educated audience, commercial broadcasting can perhaps contribute to the development and progress of the art and technique of broadcasting and the cultivation of a vigilant public opinion. But if the audience is not well educated, the trend of commercial radio, whose objective is generally to sell goods and services, may be to gain wider and wider audiences at all costs. Some commercial broadcasters may seek to lower standards and tastes to a level where assimilation is extremely easy. The public interest must be safeguarded against this eventuality.

NEWS SERVICES FOR RADIO IN SOUTH EAST ASIA

by Rashid Ahmed (Director-General, Radio Pakistan)

In Asia and its periphery, the power of radio is especially great because of the unquestioning receptivity of the illiterate masses. To them the spoken word, coming instantaneously over the air has an oracular authority. News heard by radio is repeated by word of mouth in the bazaars and village gatherings till the circulation gained defies all calculations based on the percentage of owners of sets.

Facilities for Coverage

Despite the aid received from the industrially advanced countries and the keenness of the Asian countries to develop their broadcasting facilities, radio coverage in most of them remains extremely low. Except for one, or possibly two countries, hardly a single reliable programme channel is available in the whole region due to shortage of transmitter facilities. In the field of reception, the inadequacy is even greater.

Against this overall statement of the meagreness of facilities, two factors should be remembered: First, it would not be logical to conclude that radio in Asian countries is at a disadvantage compared to printed news. Although Asian countries are not well developed in the production of power and attainment of technological skills, they are even less favourably placed with regard to literacy which makes the press a potent competitor, or rapid means of transport to bring newspapers to the literate. Secondly, although news heard by radio is further disseminated by word of mouth, it gathers considerable moss in the process of such person-to-person communication (unlike the proverbial rolling stone) and soon acquires so much added material that its original content becomes hardly recognizable. The spread of news by word of mouth, should therefore, not be regarded as a counterbalancing factor in assessing the meagreness of listening facilities. On the contrary, it underlines the urgency of developing reception facilities so as to limit the spread of false, exaggerated or misleading information.

Also affecting the development of radio in South East Asia is the disparity in broadcasting channels available as compared to other regions of the world. The efforts of the ITU to rationalize the distribution of broadcasting frequencies and to relate them to actual needs and requirements of various countries have so far failed because of lack of international agreement, particularly among the great powers. Meanwhile, possession remains the better part of law, and since most Eastern countries are comparatively new arrivals in the field of radio their quest for free channels remains even less fruitful than that of Western countries. It is against this general background of factors limiting the growth of broadcasting in Asia that the problem of radio news should be considered.

National and World Agencies

The general problems of radio news in Asia are (a) dependence on the world and national news agencies for news itself; (b) dependence of the news agencies, in turn on the availability of telephone, telegraph and teleprinter communications and of low and uniform press rates; and (c) dependence for verification, editing and presentation on the availability of reference books, and libraries and of trained editors, translators and announcers. In addition, there is the special problem of a multiplicity of languages, in most of which messages cannot be communicated by telegraph or teleprinter.

National and world news agencies operate in the region. Of the 18 countries under review, about a dozen maintain national agencies. Almost all 13 countries have arrangements with one or more world agencies for the supply of news. Most of them receive the services of Associated Press, Reuters, Agence-France-Presse and United Press International and three or four take the Tass service. Arrangements for the distribution of international news within each country vary. Most of the countries allow direct distribution of news by the world agencies to local subscribers. But in some countries, news from the world agencies is distributed through the national ones. In certain countries the broadcasting organizations have their own arrangements for collecting news in addition to agency services. In most cases however these arrangements are not very elaborate. Few broadcasting organizations maintain their representatives abroad. About two-thirds of the countries have arrangements for external broadcast services. Perhaps it is a coincidence that most of those countries which maintain no external broadcasts also have no national news agencies. They import news but export none.

A striking fact emerging from a study of news agency operation in the region is the dominance of the world agencies whose headquarters and major networks lie outside the region. This is perhaps a natural reflection of the immediate past when most of the significant political events happened outside South East Asia. This process has not altogether been reversed. But the centres of political activities are today a great deal more evenly distributed between East and West. Even more important is the fact that the enormously greater sensitiveness of the whole world to political, economical and social events anywhere calls for a much increased inter-flow of regional news. Existing arrangements would, therefore, seem to lag behind world requirements despite the fact that the world agencies now carry more news about Asia because more news is now developing in the region.

The comparative sparseness of the news gathering facilities of the world agencies in the Asian countries, coupled with the absence of world agency headquarters in the region, makes for an insufficient in-flow of Asian news in international news channels. The effect of this is felt all the more acutely within the Asian countries. Each country seeks to obtain international news gathered by agencies' headquarters in the West and carrying some items about the East. But with the spotlight centred on news originating in non-Asian countries, and national news collected either by national news agencies or, where these do not exist, by local broadcasting organizations, the final editing of its press and radio bulletins result in a combination of national and mostly non-Asian international. In most Asian countries, there are hardly any arrangements for collecting sufficient news about other Asian countries. In other words, not only do the non-Asian countries fail to get an adequate picture of events of Asia, but the South East Asian countries' own picture of their region remains hazy and sketchy.

Broadcasting Control

Except for Japan, Ceylon and the Republic of Korea, where a commercial broadcasting service runs parallel to the national one, radio is a State monopoly in all South East Asian countries. National services everywhere are run on public service lines. The comparative absence of commercial broadcasting is due primarily to the nascent stage of growth of private enterprise. Big business, industrial and commercial magnates are by and large euphemisms in most of Asia and there are not enough local big advertisers to support commercial broadcasting. In addition, there is a widespread feeling on public interest grounds against commercial broadcasting. The influence of Western liberal thought and the impact of British and French institutions during their recently ended period of colonization have encouraged a strong democratic tradition in a large part of the region.

Springing from this bond of shared traditions and belief in liberty, individual freedom and the democratic way of life is a similarity in news policy followed by most countries in the region - a policy objective, factual and comprehensive reporting. Of course, where national interests appear at cross-purposes, where bilateral disputes exist and where differences of foreign policy are marked, the strident notes of controversy, and the raucous tone of polemics are also heard. But taken by and large, and allowing for a normal national bias in news presentation, there is sufficient identity of social, economic and cultural purposes to provide the basis for an exchange of news among the countries of the region. Nor does the multiplicity of languages present an unsurmountable obstacle to such exchange; for apart from common languages spoken in neighbouring countries, English and French are widely enough understood in the region to provide a workable international medium.

A large number of countries broadcast regular news bulletins in their home services in one "international" language, in addition to their own national languages. In a number of cases the national or some of the regional languages in neighbouring countries have common audiences. Thus Pushtu, and to a lesser extent Persian, provide the link between Afghanistan and Pakistan; Balochi and, to a lesser extent Persian, between Iran and Pakistan: Urdu, Bengali, Punjabi and Gujrati link India and Pakistan; Tamil links India and Ceylon; Malay links Ceylon, Indonesia and Malaya; Chinese links the Republic of China, Indonesia and Malaya, and English links almost all of the countries in the region.

These links provided by the home broadcasts are supplemented by the external services undertaken by two-thirds of the South East Asian countries in which news is broadcast in the language of the target area.

Summary of Situation

To sum up the overall situation in the region:

The general state of underdevelopment is reflected both in the fields of radio and communication.

Despite the comparative meagreness of transmitting and receiving facilities as well as inadequacy of telegraph, telephone and teleprinter links radio commands a greater audience than other mass communication media.

From the point of view of exchange of news, there are both favourable and unfavourable factors. Among the favourable ones are:

(a) an overall community of the liberal and democratic tradition resulting in a similarity of news presentation policy;

(b) the prevalence of commonly understood languages in geographically contiguous countries and the widespread use of international languages, particularly English as an official language, an important advantage in the operation of news agencies;

(c) the fairly extensive use of external broadcasts by countries in the region;

Among the unfavourable factors are:

(a) the underdeveloped state not only of communication links but also of news agencies in the area;

(b) the strong national bias in news presentation resulting from the fact that radio is a State monopoly in most South East Asian countries.

TECHNICAL ASPECTS OF BROADCASTING IN SOUTH EAST ASIA

by G. Searle (Department of Posts and Telegraphs, New Zealand)

Problems of radio broadcasting in South East Asia are dealt with below under the following headings: (a) transmission and coverage; (b) frequency assignment; (c) reception; (d) import of maintenance parts; (e) training schools and systems; (f) planning.

The basic objective should be to issue adequate coverage with sufficient field strength to serve a maximum proportion of the population, having regard to the different languages requiring service. But the problem is necessarily split into two main aspects which need to be treated separately. They are (a) transmission and (b) reception. There are other issues, some of which are common to both.

Transmission and Coverage

Most countries find that coverage is inadequate for their purpose; there are various reasons for this deficiency.

The service area of all broadcasting transmitters is limited by noise or fading, and frequently because of economic or other factors there are not sufficient geographically-spread stations. In some countries, this situation is accentuated because numbers of transmitters are required to give separate language transmissions. But there are other factors contributing to the dearth of judiciously located transmitters to assure proper coverage. They are (1) lack of electrical power, or of proper power distribution systems in individual areas, and (2) lack of adequate programme lines organized on a national basis to feed programmes from central studios or from the capital city so as to provide adequate national coverage. This lack is being overcome in some countries such as Malaya, where efficient national trunk telecommunications systems are being provided to cater not only for public correspondence (telegraph and telephone), but also for programme circuits. Similar systems have been extensively developed in Japan and in the Philippines and India, for example, development is proceeding rapidly.

The factors reviewed here are related directly to the availability of finance, as well as to the provision of telecommunications systems, broadcasting transmitters and associated antenna systems, studios, land and buildings, and in some cases electrical power an issue of very great importance in view of the extent of the power requirement. With regard to transmission, however, there is another important factor which is not directly related to finance except in a special way. It concerns the vexed question of frequency assignment.

Frequency Assignment

This is an issue which presents problems of the greatest complexity. Finance is not directly involved (except as regards transmitters and receiver replacements) for the simple reason that frequencies cannot be purchased. Frequencies can be used only by international negotiation, since mutual harmful interference is suffered by all users of the same or adjacent channels, where reception areas overlap.

In the main, frequencies used in the region lie in the medium and high frequency ranges. However, television is operated on very high frequencies in parts of the region, more particularly in Japan.

These frequencies are particularly susceptible to interference problems. Atmospheric noise makes its presence felt on medium frequencies. In the high frequency bands, wherein frequencies are less susceptible to atmospheric noise, their interference range is so extensive that great difficulty is experienced by many countries which become affected by harmful interference and consequently in international arrangements for the use of these frequencies.

The ITU is the Specialized Agency through which States seek in close association to resolve their frequency problems. They first attempt in consultation to assign different portions of the usable portion of the spectrum to the various radio services: aeronautical and maritime, fixed services, land mobile, broadcasting, etc. Various States have different requirements in respect of the different services and it is not easy to decide on the amounts of spectrum space to be assigned to any particular service such as broadcasting. Individual frequencies within the specific bands must then be assigned on a non-interfering basis, preferably by international negotiation.

Within the medium bands, frequencies have been used, as arranged at the ITU Regional Conference in 1949 and through the International Frequency Registration Board (an organ of the ITU). However, for other bands an endeavour has been made since 1947 to prepare an international plan for high frequency broadcasting.

Thus, while there is an element of order in the medium frequency broadcasting bands for Region 3 (which covers a large portion of South East Asia), the same cannot be said for the tropical and high frequency broadcasting bands.

A very serious situation exists in South East Asia. It is serious enough for international high frequency broadcasting, because there is a reflected effect on the availability of international programmes to listeners. This is, of course, due to the harmful effects of mutual interference between different broadcasting stations operating on the same or adjacent frequencies.

However, if it is serious for the international service, it is doubly so for the national services of South East Asian countries since many of them rely upon high frequencies for national coverage. It may be debated whether more space in the spectrum should be given to the high frequency broadcasting service. This is not an easy matter, however, since the demands of various services also have to be met out of the same spectrum space, and these are also increasing. The application of recent technical advances in broad band V.H.F. and micro-wave radio relay systems, as well as land and submarine broad band cable systems, will undoubtedly tend to relieve the increase in demand for frequencies in the H.F. portion of the spectrum. But such applications will probably only reduce the rate of increase of demand from what it would have otherwise been and will lessen the existing pressure. Consequently, the difficulties now being experienced in the H.F. portions of the spectrum will only increase in magnitude despite the developments mentioned.

Studies should therefore be conducted at the international level in order to ascertain how the overall situation can be improved. This situation affects not only the new and developing countries but also those with established and expanding telecommunication systems.

Reception

A major problem is the availability of receivers to the vast populations of South East Asia.

The distribution of receivers in the area is extremely low, as is shown in Annex II of this publication.

The question of making programmes easily available is of the first magnitude in areas where families cannot afford to buy their own receivers, or where commercial power may not be available for the operation of domestic sets.

A number of South East Asian countries have developed community receivers operating either from dry batteries or from accumulators. A community is then able to receive programmes either by listening at a central point in the village or by using a wire distribution system to listen at several separate places. Hitherto such systems have not been very effective. Receivers have relied upon the use of vacuum tubes which have relatively high power consumption resulting in the early discharge of batteries and consequent frequent replacement or recharging. Nevertheless, a number of South East Asian countries use this system extensively.

Rapid developments now taking place in transistor receiver design are affecting the whole approach to reception in non-power-reticulated areas or villages. Transistor receivers give improved reception and, in addition, are now becoming available at lower cost. Consequently, it appears that receivers could before long be provided to a large percentage of the population. This raises an important issue: the design of a receiver at minimum cost and suitable for either power-reticulated or non-power-reticulated areas. The possible mass production of such sets has been studied considerably in the region, particularly by All India Radio and by telecommunication companies in Japan. Similar work is being undertaken in other parts of the world.

However, factories for the manufacture of receivers do not exist in a number of South East Asian countries. This is a major shortcoming, since costs of imported equipment are usually high. Governments might therefore study the establishment of factories in their countries for the mass production of receivers so that all but the essential elements would be eliminated. This issue involves the: (i) cost of receiver production; (ii) availability of power-reticulated systems; (iii) problems of maintenance; and (iv) question of community sets as against domestic receivers.

Import of Maintenance Parts

Most countries in the region import receivers from other countries, and also depend on them for transmitters. There are two notable exceptions. One is Japan, the other is India, which is making great progress in an effort to produce transmitting equipment. In some countries, dependency on imports results in extreme difficulty in obtaining components for transmitters and, less frequently, receivers. This difficulty arises from shortage of foreign exchange. Governments concerned should appreciate that adequate facilities should be arranged for the proper supply of equipment. Since it is often not possible to obtain parts at short notice, reserve stocks must be maintained.

Training Schools and Training Systems

There are many good technicians in broadcasting stations in the region. In many cases, however, these men operate under difficult conditions, owing largely to a lack of adequate test equipment. It is also evident that should there be any major expansion of broadcasting services within the area a special effort must be made to train technicians to install and maintain transmitters and ancillary apparatus. Although there are good schools within and outside the area for training staff, close consideration should be given to the possibility of training them at national telecommunication training schools established for telecommunication staff generally. In most countries, the elements of training schools already exist. Where these elements are inadequate they should be expanded.

However, there should be co-operation in training between telecommunication and broadcasting undertakings so that facilities may be provided on a national basis with the minimum of expense. On-the-job training for radio mechanics is also necessary.

In addition, training facilities must be provided for more advanced staff in higher institutions.

Planning

Individual countries should devote considerable effort to the forward planning of contemplated broadcasting networks from the viewpoint of: (i) coverage; (ii) frequency usage; (iii) economic aspects; (iv) manpower; (v) programme lines and programme distribution.

These activities should be co-ordinated with work in adjacent and other countries on frequency assignment. The reason is that in most countries the domestic use of frequencies is governed by the extent to which frequencies are being used in other countries. Forward planning may therefore have to be taken into account at the international level, especially in respect of high frequencies.

In the lower portions of the spectrum, however, and particularly in the medium frequency portions, much work can be done by local negotiation with adjacent countries. Forward planning might here be undertaken on a regional basis. In many cases, in fact, the whole broadcasting problem might well be approached regionally, bearing in mind that such regional planning cannot entirely replace planning at the international level. One deficiency is the lack of frequency planning for all classes of radio service on a regional basis.

In view of the international frequency position, it may not be possible to make final plans for frequency utilization on a regional basis. However, it is apparent that proper negotiation on a regional basis can help considerably to make plans more efficient and, in some cases, resolve many problems.

However, it should be emphasized that most South East Asian governments are very conscious of the difficult position affecting broadcasting in their countries. A feature of telecommunications generally in the region is the enthusiasm of the staffs and their desire to press on with the solution of the many problems facing them. Another factor is that many excellent broadcasting stations exist within the area, although coverage is inadequate.

Certain countries are pressing forward rapidly with development. Japan is probably in the forefront with its extensive broadcasting and television service. But other countries, such as Singapore, Malaya and Hong Kong, have well developed systems and are making rapid strides in order to overcome existing deficiencies. Considerable work is also being done in India. No attempt is made here to compare relative efforts or systems of countries. What should be recognized is that in many South East Asian countries the problems are very similar to those reviewed above.

TRAINING FILM TECHNICIANS IN SOUTH EAST ASIA

by K.L. Khandpur (Senior Director, Films Division, Ministry of Information, Government of India)

Production and Use of Films

South East Asia contributes about half of the total number of feature films annually produced throughout the world and is therefore a region of great importance from the point of view of film output. The countries within the region, however, differ greatly in the number of films produced. These countries can be broadly divided into the following three categories for purposes of this review:

(a) countries which produce a large number of feature films each year. Japan and India are the only countries in South East Asia which fall in this category. At present, Japan's annual output of film varies from 400 to 500 and ranks as the highest in the world. India, with an annual output of about 300 films, occupies the third place in the world. Japan has about 7,000 cinema houses and India about 4,000 including touring cinemas;

(b) countries where output is moderate. A majority of countries in South East Asia fall in this category. These include the Philippines, Indonesia, Thailand, Pakistan, Burma, Republic of China and the Republic of Korea. The number of cinema houses in these countries varies from a few hundred to a little over one thousand;

(c) countries like Nepal, Afghanistan, Republic of Viet-Nam, Cambodia, etc., which produce just a few films or do not have any film production at all. These countries have very few cinema houses.

From the point of view of standards of production and the use of films, South East Asia is far behind most Western countries. Exceptions are Japan and, to a limited extent, India. The technical and aesthetic values of films produced in the region are generally not very high. Production methods are often inefficient and wasteful.

Most of the raw film and equipment used for producing and exhibiting films is imported into the region. Japan is the only country in South East Asia which produces raw film and film equipment including precision instruments. India manufactures a few minor items of equipment in limited quantities, but all of its requirements of raw film and more than 80% of those of equipment have to be imported.

In South East Asia, films are used primarily for entertainment. Considering the large population of the region, existing exhibition facilities are meagre. The annual per capita attendance at cinemas in many countries in this region is less than one. In some cases it is even less than 0.3. When we compare this with a figure of 15, 16 and even 17 in several of the Western countries, we have some indication of the state of underdevelopment in South East Asia.

Cinemas are generally located in the larger cities. Hundreds of smaller towns and thousands of villages in South East Asia have no facilities for screening films. Hundreds of thousands of people in this region have yet to see their first film.

The use of the film as a medium for the communication of ideas is another field where very little has yet been done in South East Asia. India and Japan are the two countries which have made the most progress in this respect. Many other countries however have now realized the importance of films as a medium and have launched ambitious programmes for their use for constructive purposes. The educational aspect of films is of special significance in an underdeveloped region where a population is largely illiterate. In dispelling ignorance and illiteracy, in general social education, in creating civic consciousness, in developing understanding and goodwill, in encouraging interest in the arts and sciences and for giving specific instruction in schools, colleges, industry and agriculture, films can play an extremely important rôle. The proper use of the relatively less expensive 16 mm films in these fields can produce remarkable results. So far, South East Asia has only just begun to use films for non-theatrical purposes. The vast potentialities of this medium for education, instruction and training are still to be fully understood and exploited in the region.

The film society movement, which has spread widely in the West, is still in its infancy in South East Asia. So is the movement for children's films.

Little has been done in the region to preserve films for posterity. Except Japan, no other country in South East Asia possesses film archives of any importance. Of some 40 countries which are members of the International Federation of Film Archives, only two are in South East Asia. Several additional South East Asian countries, however, are now joining the Federation.

It is apparent that there is a definite need and vast scope for expansion in the production, distribution and exhibition of films for theatrical as well as non-theatrical purposes in South East Asia. However, it is not sufficient merely to produce more films or increase exhibition facilities. It is more important that better films should be produced by employing efficient methods and that films be used to serve Asian communities more constructively.

This ambitious aim cannot be realized without a concerted effort. An essential prerequisite for producing better films is the availability of technicians thoroughly trained in the arts and sciences of the cinema. This, in turn, requires facilities for organized and systematic training.

Methods of Training

Generally speaking, South East Asia has had no satisfactory arrangements for training film technicians. Here, as in many other regions, technicians have learnt their craft through empirical methods. In some of the countries, film production was started by non-Asian technicians. Local assistants and apprentices assisting them acquired their skills and gradually replaced them. In a few cases, students from South East Asia have obtained training in film production in studios or regular training institutes in the West. In many cases, however, technicians of the region learned by trial and error and improved their skill through their own efforts. Directors, cameramen, scenario-writers and others began working in this way in the early stages. Since then, the supply of technicians has been maintained through a regular system of apprenticeship. Most of the directors, cameramen, sound recordists, etc., had apprentices as assistants. By constant association with senior technicians, their apprentices learnt how to make films and whenever an opening was available, advanced professionally. This has been the usual pattern in India, in Japan and in many other South East Asian countries. Some of these technicians have made excellent films, although primarily through their individual efforts. In general technicians in the region have had no opportunity to learn their craft scientifically on a basis of sound theoretical knowledge.

The absence of adequate facilities for training film technicians in the region has been felt for many years. The shortage of trained technicians was high-lighted as an acute problem confronting the film-makers in the region during the Third Asian Film Festival held in Hong Kong in June 1956, under the sponsorship of the Federation of Motion Picture Producers in Asia.

The basic argument for the organized and systematic training of film technicians is the same as for the training of technicians for any other profession. Systematic training eliminates waste of time and effort in learning a trade and provides the theoretical and practical knowledge necessary for any profession. In addition, it helps the technician to develop his potential talent along sound lines. Properly qualified, the technician thus enters his profession with faith in himself and with the confidence that he will be able to apply himself effectively to the solution of any professional problems he may face. Adequate training in film production is all the more necessary since a film-maker's functions call for a knowledge more varied and more complex than in almost any other profession.

The film industry also stands to benefit from the systematic training of technicians. Such training will provide it with fresh talent to replace non-Asian technicians, inefficient workers and those who are retiring from service. It will raise technical efficiency, establish definite standards for recruitment and provide producers with teams of technicians who can work more efficiently and reduce costs of production.

Distribution and exhibition methods can likewise be improved, with a resultant better return for producers, distributors and exhibitors.

Through the training of workers specializing in the production of non-theatrical films for educational, scientific and instructional purposes, the cinema can be made more useful to the community.

Difficulties in founding Organized Schools

The need for organized institutions for the training of film technicians has long been felt and many efforts have been made, to provide some form of training. But most of these efforts have ended in failure. In India alone, at least a dozen such attempts have been made. In some cases, such attempts did not go beyond the planning stage. All that the organizers did was to draw up a prospectus and syllabus and then abandon the attempt because of practical difficulties. In other cases, the training schools came into being, only to be closed a year or so later. Lack of financial resources hampered most of these schemes.

After starting these schools, the organizers realized that it was not possible to maintain them with the tuition fees collected from students. They could not meet expenses for accommodation, staff, equipment and supplies. As a result, they had either to close their schools or to reduce them to mere academic institutions confined to theoretical training.

Apart from finance, several other factors have been responsible for the failure of attempts to provide organized training. Most South East Asian countries lack established standards for the recruitment of film apprentices or technicians, with the result that they have little prospect for employment, even after training. In the absence of definite standards, unqualified people have entered the film industry and flooded the labour market. There is widespread unemployment among film technicians in some Asian countries, including India.

Technicians in the industry frequently oppose the creation of training schools because of the inherent fear that better trained technicians may prove superior and thus reduce the prospects of those already in the field. In some cases, employers have also discouraged the development of training schools, because they fear that trained technicians would demand higher pay. Some of them even claim there is no need for organized technical training.

These difficulties in establishing training schools have to be considered in formulating plans for providing permanent facilities.

Existing Facilities

It is therefore clear that the existing facilities for the systematic and organized training of film technicians in South East Asia are very inadequate. Most countries in the region have no facilities of any kind. The only countries which offer courses are Japan, India, the People's Republic of China and the Philippines.

In Japan, the College of Arts at the University of Nihon, Tokyo, conducts courses on films at the university level. Four specialized courses are available. The first is a general programme for persons interested in careers in film acting, theatre management, criticism, etc. The second is for screen writing, the third for direction and the fourth for technical training in camera recording and laboratory work.

Technical training is also provided by the Tokyo Junior College of Photography, which maintains two courses. The first, devoted to photographic art, deals with the problem of photography in general including film techniques. The second course, on photographic technology, is concerned with the manufacture of optical equipment and photo-sensitive materials.

India offers some facilities for training in technical fields such as cinema photography, sound recording and film projection. These trades are taught in the appropriate departments of two polytechnics which are primarily engineering institutes. These schools, conducted by the State Governments, are located at Madras and Bangalore. The courses offered are integrated with the teaching programme of the polytechnics and emphasis is naturally placed on engineering and technological aspects. There are no advanced facilities for training in production. Sound recording and film projection are also taught at St. Xavier's Technical Institute at Bombay.

In the People's Republic of China facilities for technical training are available at the Peking Institute of Cinematography. Each of the three courses, directing, acting and camera work, is of four years' duration. There is also a two-year course for the training of projectionists.

A course in camera and television technology was started recently at Araneta University in the Philippines. This course, which is open to holders of a bachelor's degree, is of one year's duration.

These are the only institutions in the whole of South East Asia which offer facilities for training even in selected aspects of cinematography to a limited number of students. Available facilities do not meet a fraction of the requirements. In this vast region producing half of the world's films, there is not a single institution exclusively devoted to systematic, organized and comprehensive training in all aspects of the cinema.

PRODUCTION OF NEWSREELS, DOCUMENTARIES AND OTHER FILMS IN THE SMALLER SOUTH EAST ASIAN COUNTRIES

by Soedarso Wirokoesoemo (Indonesia); Yung Kwon Kim (Republic of Korea); Ben G. Pinga (Philippines); and L. George Wickremasinghe (Ceylon)

The production of newsreels, documentaries and other films in the smaller South East Asian countries was dealt with in three papers submitted to the meeting. These papers reviewed conditions in Indonesia, Korea and the Philippines. The papers were prepared respectively by Mr. Soedarso Wirokoesoemo, Deputy Director, Government Film Studies of the Indonesian Department of Information; Mr. Yung Kwon Kim, Motion Picture Section, Office of Public Information, Republic of Korea; and Mr. Ben G. Pinga, Executive Director, Film Society of the Philippines. A separate paper on the production of newsreels in South East Asia was submitted by Mr. L. George Wickremasinghe, Director of the Ceylon Government Film Unit.

In analysing the problems of Indonesia, Korea and the Philippines, the three authors concerned come to almost identical conclusions. Therefore, instead of a separate summary of the sections on problems in the three papers, a synthesis of quotations is given from each report, with some minor adaptations for purposes of coherence.

A New Industry

The film industry in the South East Asian countries is young in comparison to the press, radio and other related fields. It was not until World War II that the film was used effectively as a training tool. In addition many countries in South East Asia achieved self-government about this time.

For these countries, democracy was an entirely new idea and to educate their people they needed publications, newspapers, radios, film and television sets. Most of the countries realized the effectiveness of the film as a powerful mass medium, and wherever feasible the film industry has been actively encouraged. Within the last five years films have been produced in most of the countries concerned.

As an information medium, newsreel, documentaries and other fact films play very important rôles in the forming of a national conscious people, especially in areas where the population is largely illiterate. It has been long recognized that one of the most effective means of communication is the medium of the film. All of the world's people should have an opportunity to view films, especially those made by their own countries, for purposes of enlightenment, teaching and training.

Inadequate Facilities

Most of the countries suffer from a lack of physical facilities. The case of Indonesia is typical. For its more than 80 million people, spread out over a very large area consisting of more than 2,000 islands, Indonesia needs more films than it can produce with its limited capacity and within its limited facilities.

Indonesia not only needs more films and more copies of films it has produced, but also needs better films. There is also a definite need for expansion of distribution and exhibition of films for theatrical purposes in the public cinemas, as well as for non-theatrical exhibition via Government Mobile Units of the Ministry of Information.

The long-standing problem, therefore, is how to find the means and determine methods to enable the country to produce more and better films, and how to distribute and exhibit them efficiently. This has forced Indonesia to seek solutions to such problems as how to obtain specialized and qualified film technicians; get better equipment; expand production facilities; obtain sufficient raw films and photographic chemicals; and increase the quality of its films, technically as well as artistically.

Since a film as a mass medium has meaning only when it is shown to as many people as possible, there arise other questions which should be solved satisfactorily.

These questions involve among others, problems of distribution and exhibition, which consequently require a sufficient number of public cinemas; 16 mm. projectors/mobile film units; 16 mm. copies to feed the units; trained and competent personnel; 16 mm. copies for foreign exhibition, through Information Offices abroad.

In the Philippines, the cinema has not been fully exploited as a medium of mass communication. The reasons for this deficiency are:

(a) there are still some people in mass communication services who doubt its usefulness and power as compared to the other media. This is due to the fact that the cinema is a relatively new medium in the Philippines;

(b) there is a lack of trained Philippine film technicians and film officers. Although the Philippine film industry has contributed to a large extent to the training of film technicians and film-makers, there is still need for more men with adequate background on documentary and short film-making;

(c) there is a parallel lack of equipment and laboratory facilities. Some film equipment is available in the National Media Production Centre and other government film agencies. But laboratory facilities for motion picture processing, developing and printing in these agencies are totally absent, thereby forcing them to depend on private film companies for the necessary services in completion of the films;

(d) budgetary limitations, especially in government agencies, discourage production;

(e) the high cost of raw materials is another serious obstacle.

Philippine Government film activity is badly in need of an integrated film programme. Film activities are scattered among the different film agencies, resulting in budgetary problems, inefficiency and ineffectiveness in production.

Lack of a well-organized and efficient distribution system is another roadblock to effective utilization of these films. No agency, government and private, has made a collective list of all cultural, educational and scientific films available in the country. This omission is an obstacle to the proper circulation of these films.

A major problem facing most South East Asian countries is a shortage of qualified technicians.

This shortage is due to the fact that (1) there is no school of higher learning in the entire region that specializes in training in production, (2) the existing governmental or private production units have made little, if any, effort to train apprentices.

It also appears that no film equipment is manufactured in any of the smaller South East Asian countries. The machinery industry is not able to manufacture such equipment. Furthermore, consumption would be so small that local production would not be profitable. These countries must therefore rely on imports of equipment to set up studios and laboratories. This, however, involves the use of foreign currency which many countries lack and which is strictly controlled by the Government.

After the initial investment, funds must be available for the procurement of film, and maintenance parts. Equipment must be continuously maintained, and since spare parts are not yet available locally, they must be purchased abroad.

Distribution is another important factor which must be considered before production facilities are established.

Circulation of Newsreels

The development of newsreels in South East Asia is hindered by the fact that newsreel items produced in the various Asian countries do not effectively circulate within the region. Emphasizing this problem, Mr. Wickremasinghe also points out that insufficient attention is being paid to them outside Asia, particularly in the Western countries.

Nevertheless, newsreels have become a regular part of the cinema programme and appear weekly or fortnightly in South East Asian cinemas. Annual attendance in various countries is approximately as follows:

Country	Producing Organization	Number of Cinemas	Total number of spectators per year
Burma	State owned	-	-
Ceylon	-d°-	180	15,000,000
China	-d°-	815	150,000,000
India	-d°-	2,060	250,000,000
Indonesia	-d°-	260	50,000,000
Japan	Nippon Eiga Sha Ltd. Riken Motion Picture Co. Ltd. Yomiuri Eiga Sha Ltd.	2,225	610,000,000
Malaya and Singapore	State owned	100	-
Pakistan	-d°-	250	36,000,000

India, Indonesia, Japan, Malaya, Singapore, Pakistan and Ceylon import newsreels from abroad. India imports Paramount News, British Movietone News, Gaumont-British News, Universal International News, M.G.M. Telenews. Indonesia imports United Kingdom and U.S.A. newsreels. Japan imports United News, Pathé News, Fox and M.G.M. Malaya and Singapore import British Movietone, British Pathé, British Paramount and M.G.M. Pakistan imports M.G.M., Fox and British Movietone. Ceylon imports M.G.M., Gaumont-British, British Pathé and British Movietone.

Apart from large imports of newsreels from Western countries, a few of the South East Asian countries export items from their newsreels to the Western countries. India exports items to the U.S.A. and the United Kingdom. Malaya and Singapore export items to the U.S.A. and the United Kingdom.

Imports outbalance exports to a great extent.

It cannot be gainsaid that certain items in newsreels produced in South East Asia are as interesting or more interesting to the people of South East Asia than items from Western newsreels. This is undoubtedly due to the fact that South East Asian countries have common economic and social problems and are more intimately concerned with the progress and welfare of their neighbours.

It is therefore clear that distribution of news items through South East Asian newsreel productions has been badly neglected.

STARTING A TELEVISION SERVICE

by W.S. Hamilton (Controller, News Services, Australian Broadcasting Commission) and the British Broadcasting Corporation

Two contributions on this subject were submitted - the first (a) by Mr. W.S. Hamilton, of the Australian Broadcasting Commission, and the second (b) by the B.B.C.

A. Although the establishment of a television service raises individual problems related to the political, social and economic environment and the broadcasting "climate" in each country, there are nevertheless many common problems which have been shared by all who have undertaken to initiate such a service.

Formulating a programme policy is probably the most fundamental issue in the preparatory stages. It is the keystone of the television structure and involves considerations of the finance likely to be available; the extent to which live programmes are to be undertaken, the proportion of time to be given to overseas and locally-produced films, and so on.

Programme policy should be considered as the first step because it should determine the nature and extent of the facilities provided. If planning does not start with a clear programme plan, it will later be found that the programmes that can be undertaken will be largely determined by the accommodation, equipment and staff available, i.e. the "facilities" tail will be wagging the "programme" dog.

With the formulation of a programme policy, the main problems are then concerned with providing the means to implement it effectively - buildings and technical equipment; manpower; internal organization; supply of films, etc. To ensure that each facility required is related to the other in a considered ratio calls for a high degree of overall co-ordination by management. Programme output depends upon the availability of many varied elements. If the number of technical personnel recruited falls behind at any stage of operation; if there is a delay in the delivery or installation of equipment; if accommodation is not available, or if production training is lagging, programme output suffers. In fact, programme output will always be directly geared to the facility which is lagging. This means that there must at all times be careful planning to ensure that all the strands in the television skein run together. Unco-ordinated development invariably involves waste.

Programme Policy

Some of the problems to be considered have been indicated briefly above. The solutions to these problems and to the other questions involved that are adopted by any new television organization will largely depend on local circumstances. However, it may be helpful to list some of the issues that need to be considered. These are as follows:

Total hours of transmission as it is probable that a new organization will start with a modest total output, plans as to transmission hours will need to include proposals concerning the future rate of increase. The probable rate of expansion of accommodation, equipment, etc., should be taken into account in planning the original installation.

The proportion of total time to be devoted to:

(a) live programmes, normally using local artists or events;

(b) films purchased from outside the organization;

(c) films made by the organization.

Factors which will determine these proportions include: the funds likely to be available; the extent of local talent; policy with respect to the encouragement of local talent; and the presentation of a national viewpoint.

The types of live programmes to be undertaken, i.e. simple or complex studio productions, or outside broadcasts and the proportion of live programme time which is to be devoted to each type, for example, is it proposed that the majority of live programmes should consist of interviews, discussions, demonstrations, etc., or that a substantial proportion will be more ambitious productions such as plays, operas, ballets, etc., which make large demands on staging staff and camera rehearsal time.

The type of newsreel service to be provided (this matter is dealt with in more detail below).

The proportion of programme time to be devoted to programmes with a broadly educational or national purpose, and to entertainment material with a mass appeal. Emphasis on the former will probably involve a greater live content.

The extent to which special services are to be provided, e.g. school or rural telecasts. Such projects will probably also increase the live output required, since such material normally needs to be related to local circumstances.

If a service is to be provided in more than one centre, one must consider whether live programme production is to be concentrated in one centre or spread over several centres. In the latter case, it will have a very important bearing on initial capital outlay and running costs.

If it is decided that programme production should be concentrated, the further question arises as to the means of distribution to other centres, e.g. by microwave link, coaxial cable, telerecording or videotape.

Programme Expenditure

One matter which cannot be overstressed is the need for careful supervision of programme expenditure. It is essential that before the service starts, an adequate system be devised for controlling expenditure. Because television is so much more expensive than sound broadcasting and because there are so many directions in which heavy costs may be incurred and which may be difficult to check, a system to ensure proper control of expenditure is necessary. This system involves pre-and-post-costing and ensures that heads of specialist programme departments are aware of, and properly supervise the incurring of, expenditure for which their departments are responsible. This includes such costs as over-time of technical and production facilities staff.

The Australian Broadcasting Commission (A.B.C.) system was evolved and put into operation some months before our service began. This was necessary because television programme schedules are issued some eight weeks ahead of actual production and fairly detailed planning, especially of major programmes, usually takes place some weeks before the schedules are issued. Estimated expenditure is checked after the event against actual expenditure, and substantial departures from the approved estimates involve post-mortems and possible disciplinary action against the officer or officers responsible.

In this matter of controlling expenditure, the attitude of mind of programme officers towards television production is important. They should be made to realize that television programmes need not be elaborate or expensive to be effective. There is an understandable tendency among staff newly engaged in television, which should be strongly resisted, to indulge in over-elaborate decor etc., and to strive after the unusual or the unnecessarily detailed when better results could be achieved with a simpler approach.

Buildings

Largely because of the high costs involved in the establishment of television, there is a general tendency to underestimate initially the number and size of studios needed and the amount of accommodation required for offices, scenery construction workshops and storage areas. As a result, facilities often have to be improvised later on in widely separated areas. This adds considerably to the transportation costs of personnel and scenery and all the ancillary requirements of a television organization. A large area of land, conveniently located to public transport, is a basic requirement to allow for inevitable future expansion and for consolidation of all activities on the one site. The studio building itself must be planned in close collaboration with the programming and engineering staff to ensure proper layout of control galleries; the provision of adequate ducting, ventilation and cooling equipment and of adequate electrical power; and room for the future expansion of, in particular, staging, master control, telecine and telerecording activities. The location of such items as camera control units, lighting control consoles, dimmer banks and studio vision relay frames, will greatly affect building design. In planning overall station design, engineers tend to concentrate on the video problems and to overlook three other equally important fields of activity - sound, talkback and studio lighting. Talkback in particular, for which there are many requirements in a multistudio operation, requires very close attention if the studios are to function efficiently.

Technical Equipment - Supply and Installation

Since most television equipment is available only on long delivery, early decisions must be made both as to the quantities and the type required, particularly if tenders have to be called. Matters requiring early decision include: the selection of camera tubes for both outside broadcasts and studio productions; the selection of methods for handling sound with film; the decision as to whether both 16 mm. and 35 mm. telecine facilities are required; the operational requirements of telecine and the consequent effect on the degree of multiplexing permissible; the selection of microphones to cope with the particular needs of television; the supply of test equipment to meet the need for adequate maintenance of television equipment, and so on.

Problems of standardization must also be decided. Although basic transmission and reception standards are laid down for each country, we have found it desirable to standardize a number of other matters, including station pulse tuning (particularly live trigger); station pulse amplitudes; video amplitude; station sound level between units and at the output of master control; camera pan and tilt head mounting; camera lens mounting; pan and tilt head to tripod or pedestal mounting; internal video frequency response, cable and connector types for pulse, video, sound, talkback, etc.

Installation problems will be greatly simplified if all equipment is obtained from the one supplier. If the equipment is not obtained from one source, particular attention must be paid to problems of standardization referred to above. Our experience has convinced us that equipment should not be obtained from different sources unless there are qualified engineers on the staff who have had several years' experience in television design or installation. We have also found that some of our major problems in installation have arisen from a consistent tendency by many manufacturers of television equipment towards late delivery and, on many occasions, towards part delivery. This can be particularly disturbing when one is trying to complete acceptance tests prior to commencement of transmission.

Serious problems in the installation of equipment can be prevented if careful and detailed attention is given to earthing, cable types, cable equalization, tuning equalization and ducting.

Supply of Television Films

Most of suitable entertainment films in the English language come from American sources. Only a relatively small quantity is available from the United Kingdom. There is no general real shortage of film material for general adult viewing, although some is, of course, of an unacceptable programme standard. Many shorts, feature films and cartoons, originally produced for the cinema, are now available for television and in general they attract large viewing audiences, even though they may have been produced ten or fifteen years ago. Feature films made in recent years by American and British companies are normally not available for television. One of the major tasks facing programme officers of a new television service is to sift the film material offered, remembering that what has been a successful film series in the United States of America or the United Kingdom will not necessarily be equally successful in another country. Judging a film series on the basis of press reports of the viewer response in other countries can be disastrous. Wherever possible, films should be seen before they are bought, and where a series of films is involved, as many as possible of the films - selected by the purchaser, not the seller - should be seen. This reviewing of films is admittedly time-consuming, but in the long run pays handsome dividends. To buy a series of 26 or 39 half-hour films after seeing only one or two samples supplied by the seller is sheer folly.

Establishing prices for films in a new television area is particularly difficult, especially if more than one station is operating, because competition will tend to raise prices. Prices should be related to the number of receivers in operation, and to prices paid in areas of comparable size in other countries. Often, however, they are not, and a host of other factors (not the least of which is the capacity of the purchaser to bargain) finally determine selling price. Normally, the price allows a film to be used a certain number of times in the one area within a fixed time period. In the early stages particularly of any television service, when the audience is growing, films can be repeated with little adverse reaction from viewers.

Difficulties associated with establishing prices for television films are often no more real than difficulties of establishing ownership. Many sales organizations will offer films in which they have no right at all and, when the prospective buyer expresses interest and a price is agreed upon, will then go to the rightful owner and offer to effect a sale of his films for a commission. In many such instances, a lower price could have been obtained from the rightful owner had the negotiations been initiated with him direct. Ownership is also often difficult to establish with short films such as travel films produced by small companies, or individuals who may not fully appreciate that ownership of certain general exhibition rights does not necessarily cover ownership of television rights. No matter how badly a film is needed, it should never be used until the rightful owner is established and his consent obtained in writing.

The preparation of a form of contract to cover the outright purchase or hiring of films for television also presents problems. Most distributors prefer the purchasing station to accept their (the distributors') form of contract which, in many cases, is drawn up to protect the interests of the distributor fully and the interests of the purchaser only in part. The ABC has, with only two exceptions, persuaded all overseas distributors with whom it has had dealings, to accept the ABC's own form of contract.

News

A television news bulletin, in whatever form, consists basically of (a) spoken news, (b) illustration.

Radio organizations will normally have sources of basic news, although it will be necessary to ensure that contracts with agencies for the supply of news carry over into television. Illustrations, however, which may take the form of film, photographs, maps, charts, or designs (generally known as graphics) introduce a new element, as well as associations with ancillary crafts to a degree not experienced in radio news. Various forms of illustration are examined below.

Film

Film which is the pictorial record of an event may be used to illustrate a word news story, or may be used to tell a complete story in itself with a spoken commentary behind it. It may be either 16 mm. or 35 mm. However, most television organizations have standardized on 16 mm. for news, because 16 mm. cameras are cheaper, lighter and more mobile (an important factor in news), in addition, the film, being less bulky, is easier to carry, quicker to handle, and cheaper to send by air. The difference in quality between 35 mm. and 16 mm. is of little account when seen on a television screen. Film from agencies is almost all in 16 mm. When 35 mm. film is received, it may be shown in its original form, if a 35 mm. telecine is available, or it may be reduced to 16 mm. Film of 8 mm. gauge, popular with amateurs, cannot be used. If the film is of special value, it may be "blown up" to 16 mm. However, the loss of quality is so great that this practice is not recommended unless the film has a very special news value.

The 16 mm. film stock used may be either reversal or negative. Both have their special advantages and an expert should be consulted on the particular kind of operation envisaged. Use of both negative and reversal stock should be avoided if possible. Standardization of equipment and procedures is desirable.

Film staff will include cameramen, film editors, cutters and splicers, and processors. In areas where a film industry exists, this staff is usually available. However, cameramen and editors accustomed to documentary or feature films are not always suitable for news work which requires speed and slightly different techniques. Such staff may therefore need some period for adaptation. Processing arrangements may be made with a business organization already engaged in this work. If no firm is available, small and quite efficient processing plants may be purchased.

Equipment for film use will include cinécamera (sound and silent), editing machines (sound and silent), splicers, film cement, rewinds, footage counters, spools, cans and racks. A wide variety of equipment is available but it is advisable to rely initially on well-tried makes. Because of the heavy current demand for equipment, it is well to anticipate a lag in delivery and place orders well in advance of actual requirement.

Sources of film may be defined as local and world. In radio, some organizations are able to obtain, partly or completely, news coverage of their own country. For news originating abroad, one must rely on agencies. This also applies to newsfilms.

The basic source of local films is a pool of staff cameramen who shoot newsfilm to journalists' instructions. Staff cameramen may be located singly or in groups, at major centres of population. However, it is not possible or economic to have staff cameramen distributed widely enough in any country to ensure extensive newsfilm coverage. Staff cameramen can be sent to outlying areas for major news items. However, this is far from being the complete answer.

In television, more than in any other news medium, one must be on the spot where and when the news breaks if good film is to be secured. After-the-event film is, at best, only a substitute.

A force of camera correspondents or "stringer" cameramen, as they are usually called, must therefore be built up throughout the country. In some cities or towns it may be possible to enlist the services of free-lance professional ciné-cameramen, but these may not be able to cover all principal news centres. It will be therefore necessary to turn to amateurs who own 16 mm. cameras and shoot film as a hobby. Amateurs should not be despised and in fact can prove a most valuable adjunct to the pool of staff cameramen. They are usually most enthusiastic, an asset which may compensate for some lack of technical skill; this lack, however, can be overcome by guidance and instruction.

Stringers should own their own 16 mm. cameras, be readily available, have the right kind of equipment and have their own transport if possible. Their technical standards can usually be assessed by viewing home films they may have shot, or by giving a test assignment. It is essential to ensure that exposures and speed ratings are uniform. Normally, stringers are paid for each assignment given and completed, or payment may be based on usage where film is submitted on speculation. Stringers should be engaged on a standard contract form, which provides the necessary safeguards in the event of injury, damage to equipment, etc. Supply of newsfilm is available from the following agencies: United Press Movietone, Telenews, C.B.S., all of which are American controlled, and from the British Commonwealth Newsfilm Agency (BCINA) whose service is called VISNEWS. BCINA is a British Commonwealth organization. It operates as a trust, like Reuters, its members being the B.B.C., the Canadian Broadcasting Corporation, the A.B.C. and the J. Arthur Rank organization. BCINA has staff cameramen in the United Kingdom, continent of Europe, the Middle East and South East Asia, and syndicates film from the B.B.C., C.B.C., A.B.C., and from hundreds of stringer cameramen. It has four distributing depots - London, Hilversum (Netherlands), New York and Singapore.

Photographs and Maps

Photographs and maps, known in television as "stills", are effective adjuncts to film in illustration. Maps, in particular, can add very useful information and interest to a news story, or to illustrate a story in which the personality of place is the dominant feature. Two principles are important in using stills - a standard size 12 x 9 inch, 10 x 8 inch, or otherwise in ratio, and an effective cataloguing system.

A library of photographs can be built up by contact with government departments, foreign information services, political parties, public relations firms, business organizations, churches, and photo agencies. Many photos can be secured free.

Graphics

Television, far more than radio, can put the statistical story to excellent use. However, almost any kind of story can benefit from graphics which can be simply printed information on cards of the right colour. However, the information will usually make a much stronger impact if the figures or facts are associated with an appropriate design and are animated. For high quality graphics, one must have a printing machine which can be quickly and simply operated, and artists or designers who are able to work quickly under pressure.

There is a final problem which can be troublesome but need not be. It concerns the relation between the journalist, who provides the word content and must also select the illustration, and the craftsmen (cameramen, film editors, designers) who provide the illustrations. Difficulties may arise if the fields of responsibility are not properly defined and if mutual respect for the other's responsibilities is lacking. Journalists should be fully aware of the technical problems in illustration and pay due heed to the advice of ancillary craftsmen. Cameramen and editors should be aware that the final responsibility for content must rest with the journalist. If these points are understood, and if responsibilities are defined and accepted, team work and co-operation can build up an effective news unit. Team work is the vital need.

Administrative Organization

When an established radio undertaking is charged with the responsibility of inaugurating a television service, the fundamental decision to be made on internal organization is whether to integrate the two services as far as possible or whether to establish them as separate entities. The decision will depend on a variety of factors. The A.B.C. decided to integrate its two services, first, for reasons of economy (overhead is substantially less in an integrated organization) and, secondly, because we considered it essential to reduce the area of competition between the two services. We sought to avoid having two "rival" groups of employees within the organization competing for talent and finance, and thinking of themselves as belonging to the "A.B.C. Television Service" or the "A.B.C. Radio Service", rather than to the A.B.C. We sought also to avoid a situation where we could have two specialist advisers in a particular field of programme activity e.g. a Director of Music (Television) and a Director of Music (Radio) who would find themselves competing with each other for the use of A.B.C. musical units as well as for principal artists; or two heads of a news department each with his own team of journalists and perhaps differing standards of appraisal and presentation.

There are other organizational problems to be determined. For example, should the cameramen and lighting technician be part of the engineering establishment or should they be under the control of the programme department; should the film department be responsible for the telecine and telerecording operations or should these be functions of the engineering department; should the programme department control the various staging services or should they be established separately; and should the news department be completely self-contained with its own cameramen and editing staff.

Solutions to these questions vary from country to country and from one undertaking to the other. The A.B.C. has allotted to the programme department responsibility for the production and presentation functions; we have established a production facilities department (make-up, design, staging properties, etc.) and a film department within the administrative division since it provides services to the programme department in the same way as other sections of the administrative division; the engineering department controls studio cameramen, lighting technicians, telecine and telerecording functions; the news department draws upon the film department for its cameramen and editors and on the production facilities department for its graphics designers. These decisions were made in the light of the experience of other television organizations and our own particular circumstances.

Manpower

Nothing is more important to the success of a television service than its manpower. Recruitment from other television organizations is normally possible only to a very limited extent. In the A.B.C. we found the main sources of recruitment for production personnel in our own sound broadcasting staff and in certain allied fields of activity such as the theatre and the film industry. In the case of technical staff, we recruited from private industry and from government departments, particularly the Postmaster-General's department. This department is almost akin to recruiting from within our own staff since, in the case of the A.B.C.'s radio service, the technical staff and facilities are provided from that source.

Initially, there is an important problem of "staff outlook" to overcome. The introduction of television is looked upon by many as the "beginning of the end" of radio. The experience of other countries where radio has continued to flourish in competition with television does not fully dispel their doubts. As a result, some staff members who fail to gain television appointments may lose enthusiasm for a time in their radio work. It is a natural development, but one which management cannot afford to overlook.

In the hectic days immediately prior to the commencement of a television service, management may, through the very real pressures and strains to which it is subjected, tend to relegate radio to the background, a fact which staff (and the radio audience for that matter) are quick to notice. We were conscious of the problem and gave it particular attention. Nevertheless, it remained with us for some time as one of the very real by-products of the establishment of television.

People coming to the new industry must be trained and, in the main, their training must be provided within the organization. Some staff must, of course, be sent abroad for special training (we sent several officers overseas, particularly to the United Kingdom and Canada). But it is essential to provide short introductory courses giving the elements of television production techniques, followed by closed circuit training under the guidance of an experienced television producer who can impart his knowledge and formulate basic principles from his practical experience. Training of this type requires considerable organization. Arrangements must be made for the early delivery of basic equipment such as camera chain; a suitable hall or studio must be found for full time use as a training centre; and staff must be released from their normal radio duties to undertake the training. At the same time, officers who will not be concerned with actual production must be informed, by lectures and documents, of the administrative and operational procedures to be followed in the preparation of programmes. In addition, the multitude of smaller clerical tasks such as the design and printing of forms for requisitioning the various services (make-up, wardrobe, design, etc.) required for a television production must be put in hand.

If conditions of staff employment are established under industrial awards, these must be varied to meet the requirements of the new medium. We endeavoured to make interim agreements with the Staff Association and with the outside unions concerned on the understanding that firm agreements would be made as soon as the "settling in" period was over, and both the unions and ourselves had experience of actual operation. Interim agreements incidentally were also made with the Australian Performing Rights Association and with controllers of sporting events who realized, as did the unions, that what had been agreed upon in other countries would not necessarily be appropriate in Australia.

We have now reviewed broadly the main problems involved in planning the establishment of a television service. We have not dwelt on the anxieties of waiting to see whether the decisions taken were right or of the many teething problems which vary in different countries and must be overcome. Television is never static. This means that the problems of establishing a service are soon replaced by others associated with the growth of the service. It becomes necessary to look earnestly and realistically into the future, fully aware of new developments in techniques and technical facilities, alert to the moves of competitors and well informed about the trends of viewers' preferences. We at the A.B.C. now find ourselves in a stage of planning just as crucial as the establishment stage. We must envisage the training of personnel to handle future situations and we must relate this forward planning to the estimated finance that will be available.

All this is, of course, to be expected; for television must always consider its future, not rest on its past.

B. The establishment of a television service requires detailed consideration of a number of important questions. This paper indicates some of the general problems which need examination; it then reviews some of the technical problems involved.

General Finance

Television is an extremely costly medium and the size and scope of any service will be dependent on the amount of money available. Whether the service is financed by licence revenue or by advertisement revenue, or a combination of both, it will be necessary to make a detailed assessment of the likely growth of viewers. Revenue under both headings will be entirely dependent on this factor. The imposition of a duty on imported sets as an additional source of revenue is not recommended since, in the interests of achieving as high an income as possible in other directions, it is desirable to keep the price of receivers as low as possible. Any financial estimate must take account of future developments since television services never remain static. There is a strong tendency to expand facilities and increase expenditure in other directions in order to improve programme quality, but without necessarily increasing hours. This tendency should be watched so that development is related to growth of income.

Assessment of Programme Possibilities

Before considering the studio and other equipment which may be required, one must define the object of the service, settle priorities for achieving that object, and assess programme possibilities. The amount of locally originated material and material obtained from other sources will have an important bearing on the type of facilities which may be needed, as will the number of languages to be employed. It is unlikely that a service of less than four hours a day would provide sufficient attraction; even if a smaller service was acceptable at the start, considerable pressure to extend the service must be anticipated.

Programme Material on Film

Programme material on film is available from a number of sources including certain Commonwealth countries. Locally originated programmes on film are likely to be of particular importance as a means of reflecting the life of the country concerned where access to efficient and expensive radio links cannot be achieved. Film facilities will also be needed for local news.

Staff

Reference is made below to certain staff requirements. The most important appointments to be made at an early stage in the planning and preparation of a television service are the programme head, chief engineer, and an administrator. The number and type of staff will depend on the kind of output which is decided upon. In addition to the senior appointments mentioned above, the major categories of non-engineering staff are likely to be producers, news assistants, announcers, studio managers and film technicians, together with staff to provide scenery and ancillary services.

The availability of suitably qualified staff will be a decisive factor in deciding the stages in which a television operation can be introduced. Importance must therefore be attached to the training in television technique of staff both on the programme and technical sides. A planned programme of training must be included in any arrangements made for starting a service.

Technical

The present paper is limited to the starting of a service employing a single transmitting station with its attendant programme origination equipment. However, some of the points mentioned would also be relevant to the establishment of a complete network.

It is assumed here that:

(a) the television standard to be used has been agreed, e.g. a 405-line system or a 625-line system;

(b) suitable channels for sound and vision have been allocated by the licensing authority;

(c) an adequate a.c. mains supply is available, both for transmitters and studio equipment and for the receivers throughout the territory to be served, and that the supply is reasonably stable in frequency and voltage.

Choice of Station Site

At the frequencies normally used for television broadcasting, the height of the transmitting aerial is very important, since the received signal in the reception area increases with aerial height. It is, therefore, desirable to site a transmitter on the highest possible ground in relation to the area to be served. Other considerations which affect the choice of a location and which may rule out the use of the highest site, are:

(a) the site must be accessible for transport, water supply, power supply, etc.;

(b) an area large enough to build a transmitter and sufficiently flat to erect a high mast, must be available;

(c) care must be taken to ensure that the site is not undermined or likely to be at some future date, with risk of consequent subsidence occurring at the surface;

(d) agreement must be obtained from many affected bodies including the owner of the site, the Ministry of Civil Aviation and the defence authorities.

When the area to be served has been explored, taking account of the above points, the population distribution and geographical contours, a choice of several sites may be available. Calculation will then show the theoretical field strength that can be achieved for each site for a given transmitted power. For accurate prediction of the service area, however, it is necessary to erect a test transmitter on each site and measure the field strength in various parts of the required service area. Such tests will usually require a balloon to carry a suitable aerial to permit height/gain measurements to be made at various heights.

Establishing a Station

The mast height, the aerial design and the transmitter power are interrelated. The choice of a given arrangement will be affected by cost, the service area to be provided, the topography of the country and the propagation characteristics of the broadcasting channel allocated.

In Band I of the United Kingdom, it is considered that for a first-class service a field strength of 0.5mV/m is required in urban areas, and a field strength of about 5mV/m in highly industrialized areas. A usable service is sometimes possible with a field strength of 100 uV/m in certain urban areas, but reception will depend on local conditions and on whether the channel is liable to co-channel interference, interference from forward-scatter transmissions, etc. From the results of field strength tests it will be possible to determine the effective radiated power (e.r.p.) required from an aerial at a given mast height to provide an adequate field strength for the area to be served. The aerial design and the transmitter power will normally be the most economic arrangement to provide the required e.r.p.

The power range of a station will depend greatly on local conditions. In England, where the ground is reasonably flat, the transmitting aerial is usually set about 300 metres above the surrounding country by mounting it on a tall mast (up to 750 ft high) erected on a carefully chosen site. In this way ranges can be achieved on Band I (41 - 68 Mc/s) of approximately 25 miles with an e.r.p. of 1 kW, 40 miles with an e.r.p. of 10 kW and 75 miles with 100 kW e.r.p., although there are wide variations of field strength within the area.

Programme Origination Facilities

Much depends on the number of hours and type of programme to be transmitted each day. It is here assumed that there would not be more than two hours per day of original programme, supplemented by film transmissions. Anything less would not be likely to attract a sufficiently large number of people to purchase receivers, and much more than two hours daily would require equipment and services on a rather elaborate scale. For modest programmes such as news bulletins, talks and small variety shows, children's and women's programmes, etc., a single studio with an active floor area of about 2,000 sq. ft. equipped with two working cameras and a spare, should suffice. For more ambitious productions the equipment and staff of the mobile unit, referred to below, might be used to supplement the normal studio equipment. In this case the mobile unit would be driven up to the studio building and the camera equipment derigged and set up in the studio. Allowing for rehearsal time, lighting and scenery setting, such a studio could be expected to produce up to one hour of programme material a day, or considerably more if the programme were extremely simple in character.

Telecine equipment for reproducing 16 mm. and if specially desired, 35 mm. film would also be needed, together with some facility for overcoming the language difficulty if foreign films are imported. A small film unit with one sound and one silent camera, processing facilities, transport, etc., would usually be considered essential.

An outside broadcast unit comprising two working cameras and one spare, with associated equipment, and mounted in suitable vehicles, would be required. This equipment could be used for televising outside events or for improving studio facilities for televising more elaborate productions. Suitable mobile electric generators would be needed to provide the power supply. Radio link equipment would also be needed to furnish vision, sound and control circuits between the outside broadcast point and the studio or transmitting station.

The studio building would need to be designed so as to provide space not only for the studio itself, but also for the associated control rooms, telecine and film rooms, dressing and make-up room, wardrobe, property stores, carpenter's shop, ventilation plant, offices and for the outside broadcast unit. In all about 17,000 sq. ft. of accommodation space might be needed.

THE FUTURE OF TELEVISION IN SOUTH EAST ASIA

by Kiichi Takata (Assistant Director, Broadcasting Section, Radio Regulatory Bureau, Ministry of Posts and Telecommunications, Japan)

Present Development

Among the countries of South East Asia, television is highly developed in Japan, and developed to a limited extent in Hong Kong, India, Iran, People's Republic of China, the Philippines, Republic of Korea and Thailand. In Japan, the advent of television had no adverse effect on the cinema; it is now considered that the two media will be able to co-exist successfully.

A prerequisite to the spread of television in any country is national uniformity in the standard system of transmission. Within a region, systems may differ widely. The "television countries" of South East Asia employ various systems in the light of the merits and demerits arising from the different numbers of scanning lines and frames.

Such differences in standards tend to hinder international programme exchanges and relay transmissions. It would therefore be desirable to unify standard systems, at least among these South East Asian countries which are to start television services in the near future.

Since a television service should conform to the public welfare, it is essential that basic standards for the establishment of stations be laid down by law. These standards should provide for observance of the government's licensing policy with regard to technical requirements, the fair and efficient diffusion of broadcasts, and the promotion of the public welfare.

The next requirement is the establishment of a channel plan to decide the number, classes and service areas of stations within the limited number of frequencies available. Care should also be taken in deciding the location of stations, power of transmitters etc., to avoid interference with stations in neighbouring countries. Satellite or "booster" stations should be established in areas where reception is poor.

Another question requiring decision is whether television broadcasting should be controlled by the State (or a public corporation), or by private groups, or through a mixture of public and private systems. In the People's Republic of China, television is controlled by the State; in Hong Kong, Iran, the Philippines, Republic of Korea and Thailand, ownership is in private hands. In Australia and Japan, mixed systems prevail. In the United States of America and certain other non-Asian countries, private owners include non-commercial groups, such as universities and other educational or cultural institutions.

Successful television development calls for an adequate number of personnel trained in management, planning, construction, operation and programming. Technicians in construction and operation should be specially trained for television, which differs considerably from radio in these fields. Operating and programming personnel should have, inter alia, special training in the use of films, which play a major part in television. In Japan, technicians trained at local institutions also received advanced practical training abroad. These technicians in turn trained their juniors at home.

Another requirement is that receivers should be easily available and at moderate cost. Although at first obliged to rely on imported sets, Japan was before long able to develop domestic production on a large scale. The current monthly output is about 270,000. Government policy in encouraging expansion of the electronic industries and reducing commodity taxes on receivers was a major factor in this development. The present price of a 14-inch receiver is ¥50,000 (U.S.$139).

Future Possibilities

With the increase in television broadcasts, frequency bands earmarked for allocation may prove insufficient for the demands of new or projected stations, particularly in the educational field. To cope with this problem, Japan has adopted the offset carrier system and is considering application of other measures such as use of the UHF band, vertical polarization, etc.

Microwave relay systems are essential for remote hookups of programmes. The establishment of a channel plan should therefore provide for construction of microwave relay systems. In Japan, the increase in the number of stations has been so rapid that the construction of relay systems has been unable to keep pace with it. Expansion and improvement in relay systems is required to meet current needs, to facilitate progress in colour television and aid development of the educational network planned by the NHK (Japan Broadcasting Corporation).

In the introduction of colour television, the South East Asian countries have an opportunity to avoid those differences in line-definition systems which have hindered international co-operation in monochrome television. It is hoped that these countries will reach agreement on a unified colour system. The problem of providing receivers for colour television is complicated by high costs, and for the time being most South East Asian countries may have to limit themselves to community receivers installed in teleclubs and other public places.

The effectiveness of television in education has been demonstrated in a number of countries. Recently Unesco has carried out successful experiments in France, Italy and Japan, where educational programmes have been brought to rural audiences by means of "farm forums" transmitted to teleclubs. In Japan, it is now stipulated that at least 30 per cent of all programmes should be educational or cultural. In addition, two educational television stations have been established in Tokyo and Osaka and the NHK is planning a nation-wide network of stations devoted entirely to educational programmes.

Finally, the development of television in South East Asia should provide for the establishment of machinery for international exchanges, such as Eurovision in Europe. Such machinery would be concerned with the exchange and relay of programmes, technical co-operation, joint study and research, and international collaboration with regard to the production and distribution of receivers etc. The countries concerned might also consider unifying standards of tape-recording and systems of transmission, and reducing tariffs on equipment needed for international exchanges.

4. JOURNALISM TRAINING AND MASS COMMUNICATION RESEARCH

UNESCO AND PROFESSIONAL TRAINING IN JOURNALISM

(by the Unesco Secretariat)

Unesco has been concerned since its inception with the professional training of information personnel. Development of the press, radio, film and television calls for large-scale material investment. But it also requires, from the men who use these modern means of communication, a level of professional training which is too often lacking. In its early years, Unesco published a series of studies on this question. Subsequently, in 1956, it undertook a programme of concrete action designed to help improve professional training facilities in the information field.

A first international meeting, bringing together journalists and journalism teachers from 25 countries, was held at Unesco Headquarters in Paris from 9 to 13 April 1956.

Among the conclusions adopted by the experts, the following are noteworthy:

No restriction should be placed in the way of those wishing to enter journalism.

Those who contemplate careers in the mass media should enter the profession with a full knowledge of what to expect of it and what the profession expects of them.

Study and refresher courses are likely to be among the most immediately effective methods of improving professional standards in all areas of the world. Such facilities are to be envisaged at all stages in the career of a journalist and for those specializing in teaching journalism. The need and possibilities for developing such activities are considerable, especially at the regional and international level.

A particularly useful form of combining the further training of teaching staff with the development of recently established training institutions is that by which experienced journalism teachers combine educational travel abroad with guest lecturing and research.

In any allocation of fellowships, other teaching and training aids and further facilities, due account should be taken of the acute and special needs in the technically underdeveloped areas of the world.

There are two basic needs in the training of the journalist: one is technical training in the arts of communication; the second is as much knowledge as possible concerning the subjects with which he deals.

Concern about journalism training must extend to all information media, new and old.

In many countries, the universities are playing a valuable rôle by providing facilities for education and training in journalism. Sometimes schools or faculties of journalism are part of the universities and in some countries there is a more or less formal connexion between schools of journalism and universities. In any project aimed at raising the level of professional education and training in journalism it is desirable to develop co-operation with the universities.

It is recommended that universities and other educational institutions undertake the promotion of research into problems of the press and of other media of mass communication.

More widespread provision should be made by universities and by professional and educational institutions for advanced study by working journalists who wish to enrich their educational background or engage in specialized study.

A proposal of merit is the creation of regional or international centres devoted to raising the standards of training and education of journalists in various parts of the world.

Such centres should give due consideration to the need for specialized instruction in the newer information media, especially in underdeveloped regions with a low literacy rate.

It is recommended that Unesco assist, upon request, in the organization of regional and international seminars and study courses for information personnel and, particularly, in the preparation of study courses for journalists and journalism teachers.

The Strasbourg Centre

It was found that Europe represented an area where a regional centre, as envisaged by the meeting of experts, might well be created and function without incurring extraordinary overhead expenses for travel, both of students and of teaching staff, and for communications in general.

The first regional centre was consequently established in Strasbourg, within the University, as an autonomous public entity. After various preliminary talks, an exchange of views took place in Strasbourg in October 1956 between representatives of the Secretariat and seven Unesco experts, and representatives of the interested faculties, under the chairmanship of the Rector of the University. The institution, whose field of action covers Europe, Africa and the Middle East, began functioning on 15 October 1957.

The governing body, which is responsible for all important decisions concerning the centre's activities, is the administrative council. The Rector is chairman of this Council, and equal representation is given to the university staff and to journalists. Ample provision is made for the appointment of specialists from abroad, whether university men or journalists, as members of the Council; half the seats are reserved for them.

The centre is an integral part of the University of Strasbourg. It is not a dependency of Unesco, nor is it an intergovernmental institution. The French Government bears the greater part of the centre's costs.

The Strasbourg Centre has organized three sessions since its establishment. Each year, the programme is divided into three parts: 1. general problems of information; 2. problems of the written press; 3. problems of the audio-visual media. At the end of last session, a seminar on information problems in the newer countries was organized, and attended by numerous African journalists and persons concerned with the dissemination of news.

Latin American Centre

A second regional centre of higher education in journalism was established in Quito in October 1959 for Latin America. This centre's objective is the same as that of the Strasbourg Centre. Establishment of the Latin American Centre was proposed at an international seminar on the professional training of journalists in Latin America, held in Quito from 29 September to 3 October 1958.

Among the conclusions adopted at Quito, the following are noteworthy:

Schools of journalism, in co-operation with press, radio, film and television enterprises, should study the needs of journalism in each country. In this regard, it would be desirable to establish National Councils for Education in Journalism composed of representatives of the universities, of the professional journalists and of information enterprises.

It is advisable that education in journalism should gradually work up to the university level.

Efforts should be made to ensure the functional integration in study programmes of cultural subjects and of professional technical subjects. Problems which today are in full dynamic development should be known and studied by those who are to become journalists, starting with the present situation and working back to the roots of these issues in remoter times.

Technical terminology should be made uniform for journalism.

Information on the plans and the study programmes of the schools should be collected and disseminated, together with other information of an educational nature concerning the various teaching institutions and research centres.

Schemes for the exchange programmes and scholarship programmes should be expanded.

Extension courses and seminars should be organized for professors of journalism and journalists. Specialists from outside Latin America should be asked to take part whenever possible.

Wherever the schools cannot exercise a direct influence, the possibility of providing journalism courses by correspondence should be envisaged as an auxiliary method of encouraging the development of journalistic vocations and improving training arrangements.

A code of education for journalism should be drawn up, giving the general principles, objects and structure of all journalism schools and training centres in Latin America.

The Quito seminar considered the establishment of a Latin American centre of Higher Studies in Journalism a matter of fundamental importance.

The Government and the Central University of Ecuador offered their moral and financial backing for the establishment of the Quito centre and the General Conference of Unesco accepted the offer made by Ecuador. Following various exchanges of views first between the Ecuadorian authorities and Unesco and secondly between representatives of the Government, of the University and of the press, the centre was established on 8 October 1959.

The centre will organize a first seminar in March 1960 with the participation of journalism teachers and directors of newspapers in Latin America. This seminar will have as its main task the preparation of the future programme of the centre. The centre's regular sessions, which will be of two to three months' duration, are scheduled to start at the end of 1960.

Situation in South East Asia(1)

The needs of the countries of South East Asia for trained journalists and their problems of professional training vary greatly. This is because they have newspapers in different degrees of development and different professional practices.

A survey of the training facilities available would reveal that much spade work has still to be done to raise the academic standard in the sphere of journalism. While in some of these countries the facilities are not inadequate, in other countries there seems to be no attempt to encourage or initiate courses of study in journalism at all. However, a concerted drive to implement certain basic measures for the training of journalists in South East Asia could be made in order to improve the present situation.

The training of journalists at the academic level in South East Asia began about two decades ago. Considering that other countries made a start in the first years of this century, it is not surprising that the training facilities obtaining in South East Asia should still be in an elementary stage.

There are no schools or departments of journalism in Afghanistan, Burma, Cambodia, Ceylon, Laos, Federation of Malaya, Nepal or Viet-Nam. The journalists who are at present employed in the newspapers of these countries have had on-the-job instruction. In Burma and the Federation of Malaya certain newspaper editors have organized evening classes.

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(1) This section is based on papers prepared by Professor Yujiro Chiba, Director, Department of Sociology of Tokyo University and Professor P.P. Singh, Head, Department of Journalism of the University of the Panjab, and on information available to the Secretariat.

Republic of China

Because newspapers of the Republic of China are numerous in proportion to the relatively small area covered, they do not feel the same urgent need for more highly trained journalists as various other Asian countries. There is, in fact, no lack of trained journalists in this country.

The leading institution for training is the Institute of Journalism of the National Political College in Taipeh. Since this institute is the national institution, all of its expenses are paid from the national budget. Some of its students - college or university graduates with a few years' journalistic experience - are given fellowships by the institute and are exempted from tuition fees. Most of the professors and lecturers of this institute have 30 or 40 years' journalistic experience. In general, however, there are relatively few qualified teachers of journalism in the country.

In addition, facilities are offered by the department of journalism of the School for Political Workers maintained by the Nationalist Party, the World College of Journalism which specializes in the fields of newspaper management and newspaper printing techniques, and the journalism course in the department of social education of the Provincial Normal College. The last named is reported to be inactive.

There are several professional organizations of the press such as the Newspaper Association of the Republic of China, but they seldom assist in the training of journalists. However, some newspapers and news agencies, such as the Central News Agency of China, offer an opportunity for two to three month's practical training to students of the Institute of Journalism, mentioned above.

The supply of textbooks for journalism students, is limited; some books are imported from the United States of America.

India

There are at present six Indian universities offering academic instruction and practical training in journalism. These are the Universities of Panjab, Calcutta, Nagpur, Hyderabad, Madras and Mysore. Recently there have been proposals to start new departments of journalism at Agra, Lucknow, Gauhati, Bombay and Poona.

The Press Commission set up by the Government of India has made important recommendations to improve and encourage education in journalism. The Indian Association for Education in Journalism and the Inter-University Board Committee on Professional Training in Journalism are taking steps to standardize courses and promote the cause of training in journalism generally.

According to the Indian Press Commission, there is unanimity of opinion that systematic institutional education in journalism is necessary and that such education should be comprehensive. However, the time allotted for study is insufficient. The Commission's report stated, inter alia, that "the modern tendency of university education is to start specialization after reaching the intermediate standard. If this is extended to a specialized degree or diploma in journalism, then the course should be of three and not two years. Of these three years, the first year should be devoted to the study of general subjects as history, sociology, economics and politics. The actual instruction in journalism should be given in the second and third years. The curriculum should also include a study of the management of newspapers and the technique of their production, including instruction in printing and typography, press photography, radio journalism and so on".

The founding of the Indian Association for Education in Journalism in January 1956, was welcomed as an "important development" in the movement for the spread of training courses for journalists in India. The aims of the I.A.E.J. are:

1. To further the development of professional training in journalism in India.
2. To co-ordinate the efforts of journalism departments in India.
3. To provide standards of accreditation for institutions imparting training in journalism in India.

4. To promote high ethical standards in journalism and in journalism training.
5. To provide a medium of greater exchange of ideas and information between the profession of journalism and the institutions of training in journalism.

The Accreditation Committee of the I.A.E.J. has among its members representatives of the All-India Newspaper Editors' Conference and the Indian Federation of Working Journalists.

A recommendation for a government-aided central institute of journalism to which persons with preliminary training in universities could be admitted for advanced training was made by the Committee on Professional Training in Journalism at its first meeting held at Mysore on 1 September 1959, under the chairmanship of Dr. C.P. Romaswami Aiyar. The committee had been appointed by the Inter-University Board.

The committee suggested that the proposed institute should lay emphasis on Indian language journalism and run a campus journal. It should have a well equipped laboratory, its own printing press and editorial staff. The committee also approved rules for accreditation of journalism departments.

Indonesia

The first courses in journalism were offered in 1950 by a private school in Jakarta. This school closed its doors three years later. Shortly afterwards, another private school, the Purguruan Tinggi Djurnalistik, was opened; in 1953 departments of journalism were set up at the University of Indonesia at Jakarta and the Gadjah Maha University at Jogjakarta. Two other institutions should be mentioned. One is the Perguruan Tinggi Ilmu Kewartawanan dan Politik, established in 1956 by an Islamic group in Jakarta. The other is the Perguruan Tinggi Pers dan Djurnalistik, which was set up at Makassar early in 1957.

Following is a list of the chief training institutions, with their addresses and number of students:

Perguruan Tinggi Djurnalistik (School of journalism): founded in 1953; address: Djalan Tandjung 2, Jakarta; number of students: 125.

Faculty of Social and Political Sciences, Gadjah Mada University: Department of Journalism; founded in 1953; address: Pagelaran, Jogjakarta; number of students: 35.

Perguruan Tinggi Ilmu Kewartawanan dan Politik (School of Journalistic Studies and Political Science): founded in 1956; address: Djalan Palem 16, Jakarta; number of students: 45.

Perguruan Tinggi Pers dan Djurnalistik (School of Press and Journalism) founded in 1957; address: Balai Wartawan, Makassar; number of students: 40.

Department of Publizistik at the Faculty of Law at the University of Indonesia, Jakarta.

Indonesian Press Institute, Jakarta, 19B Pegangsaan Timur, Jakarta.

Iran

A department of journalism was started in 1952 at the University of Teheran as a part of the Faculty of Law. The period of training is four years. Candidates are awarded the degree in journalism after completing the prescribed course of study. An average of 40 candidates graduate each year. A large number of Iranian journalists are trained abroad, notably in the United States of America and the United Kingdom.

An outstanding feature of the course offered by the Teheran University is that it has attracted many senior Iranian journalists. The University maintains a well-stocked library of works on subjects pertaining to different aspects of journalism. Most of the textbooks are of American origin.

Japan

Of the 11,000 newspapermen who work as editors, reporters or proof readers in the editorial departments of Japanese dailies, about 70 per cent are presumed to be university graduates or have reached a corresponding educational level. As the national total of university graduates increased phenomenally under the post-war reformed system of education, graduates have accounted for more than 90 per cent of newspapermen newly employed in the past 10 years.

Many of the university graduates entering the newspaper field, however, have majored in law, economics or literature; majors in journalism are few and far between. This is partly due to the fact that since journalism training as a specialized university course is new in Japan, relatively few students have entered this course. Another factor is the prejudice of Japanese newspaper editors against journalism training in universities - a prejudice prevalent among American editors until 20 years ago.

Many editors contend that the most efficient method of journalism education is to give practical on-the-job training at newspaper offices after new recruits are employed. They refuse to give any priority to journalism graduates. As a result, such graduates tend to seek employment in television, radio and public relations rather than with newspapers.

With the gradual improvement of the journalism school training, however, journalism majors are becoming more highly regarded as has been the case in the United States of America. This tendency is expected to increase.

Before World War II, three universities offered journalism courses. These courses, however, were not recognized as full-fledged university courses and were all suspended during the war. These courses have since been revived and incorporated into the regular university curricula.

This development was largely due to the allied occupation policy and the financial aid extended by the Nihon Shinbun Kyokai (Japan Newspaper Publishers and Editors Association). This association was established in 1946 for the primary purpose of raising the ethical standards of the press and promoting journalism education. It advised major Japanese universities to set up journalism courses and offered generous grants to universities offering these facilities. This policy stemmed from the realization that training of qualified journalists was essential to the improvement of the press and the development of democracy.

In line with this policy, grants were made in 1946 for the establishment of journalism courses in Tokyo, Waseda and Keio Universities. In 1947, courses were opened in Kobe, Nihon, Kyoto, Tohoku, Tohoku Gakuin and Doshisha Universities. The association made grants to all of these institutions. Subsequently, it gave financial aid to Meiji, Aichi and Kansai Universities which established journalism courses. There is no doubt that these grants contributed materially to the development of journalism education in Japan.

However, grants from the Nihon Shinbun Kyokai meet only part of the expenses of journalism schools. The greater portion is met with the tuition fees of their students.

Tokyo University began to offer journalism courses in its Department of Sociology in April 1959. About 50 students are to be enrolled there each year. Japan's schools of journalism in general have good teaching staff and it may be hardly said that there is a lack of instructors. Moreover, several newspapers are helping these institutions by sending editors and veteran reporters to them as lecturers.

In order to meet the need for specialized knowledge among working journalists, the Shinbun Kyokai from time to time sponsors short-term seminars on problems of common concern to a large number of its member newspaper companies. These problems range from topical issues such as educational administration, juvenile crimes, labour problems and atomic energy to technical subjects such as make-up, newspaper orthography and the education of new recruits. Each seminar lasts for several days. The association also holds seminars on mechanical problems, newspaper managements, taxation and other kindred subjects.

There is an adequate supply of books on journalism in Japan. Many of them are written by Japanese authors; others are translations of books published in other countries, including the United States of America, United Kingdom and France. A number of books in both groups are designated by journalism professors as textbooks.

Korea

The Republic of Korea, has two universities offering courses in journalism (Dong Kook University and Hong Ick University, both in Seoul) and one professional school of journalism (Seoul Institute of Journalism). There is, however, a considerable lack of trained journalists, especially in the reporting of news about science and international economics.

The paucity of trained journalists is partly due to a lack of teaching staff in journalism and partly to a shortage of textbooks on journalism. In addition, there is no on-the-job training course of any kind.

The above-mentioned institutions are in fact staffed mostly by part-time lecturers and few instructors hold a Master's degree in journalism. Moreover, not a single textbook on journalism is published in the country. Most students depend upon a limited supply of books and materials imported from the United States of America or Japan.

A continuing effort is being made by two professional organizations, the Daily Newspapers Editors Association and the Korea Newspaper Publishers Association to encourage journalism training and aid the establishment of professional clubs of journalists. One of these is the Kwanhoon Club, established in 1956 to promote group activities for practical research in journalism.

Pakistan

Courses in journalism are conducted by three universities in Pakistan - Panjab, Karachi and Sind. In 1941 the first teaching department of journalism at Lahore, then a part of India, was initiated. The department offered a one-year post-graduate course. According to the report of the Pakistan Press Commission published recently, the Panjab University at Lahore has now initiated a two-year course for the Master's degree in journalism.

Karachi University initiated a one-year diploma in journalism course in 1955. Sind University has a one-year diploma in journalism course, and also a two-year course leading to the Master's degree in journalism.

The Pakistan Press Commission has recommended that "departments of journalism should be introduced in all the universities which do not have them now and the courses should be of two years everywhere, so far as possible". It has also proposed that diploma courses in advertising be introduced in various universities and that foreign scholarships for advanced study abroad be made available to promising students. The Commission has further recommended that the "Government ought to establish a printing school on lines similar to those of the London School of Printing in order to train technicians and printers".

Philippines

Many Philippine newspapermen are not university graduates. One may therefore say that there is a lack of "trained journalists", if by this term is meant journalists who have had training not only in journalism but also in the humanities. This lack is felt particularly in the fields of science, education and the arts. However the number of university men is gradually increasing. For example, the largest training centre in this country, the journalism school of the University of Santo Tomas, now has an enrolment of 500 students. Most newspapers today recruit only university trained reporters.

There are, however, only a few qualified teachers of journalism. Most journalism teachers are part or full-time journalists themselves and many are not university graduates. If experience and journalistic "know-how" were not accepted as substitutes for a university degree, there would be a severe shortage of instructors who are both experienced newspapermen and qualified teachers.

A generously endowed journalism school can do much to improve the quality of journalism and promote high professional standards. Schools of journalism in the Philippines, however, are financed almost exclusively through tuition fees from their students. Most of them, consequently, operate at a loss, and cannot provide the facilities and equipment which are vital to the proper training of journalists. On the other hand, State grants to journalism schools are unknown in the Philippines and it is doubtful whether such subsidizing would be considered desirable.

Thailand

The Chulalongkorn University in Bangkok includes a journalism section which provides a two-year course leading to a certificate in journalism. The syllabus includes lectures in history, geography, political sciences, economics and psychology, and practical work in the techniques of journalism and advertising.